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Automotive News

Detroit, April 28, 1982

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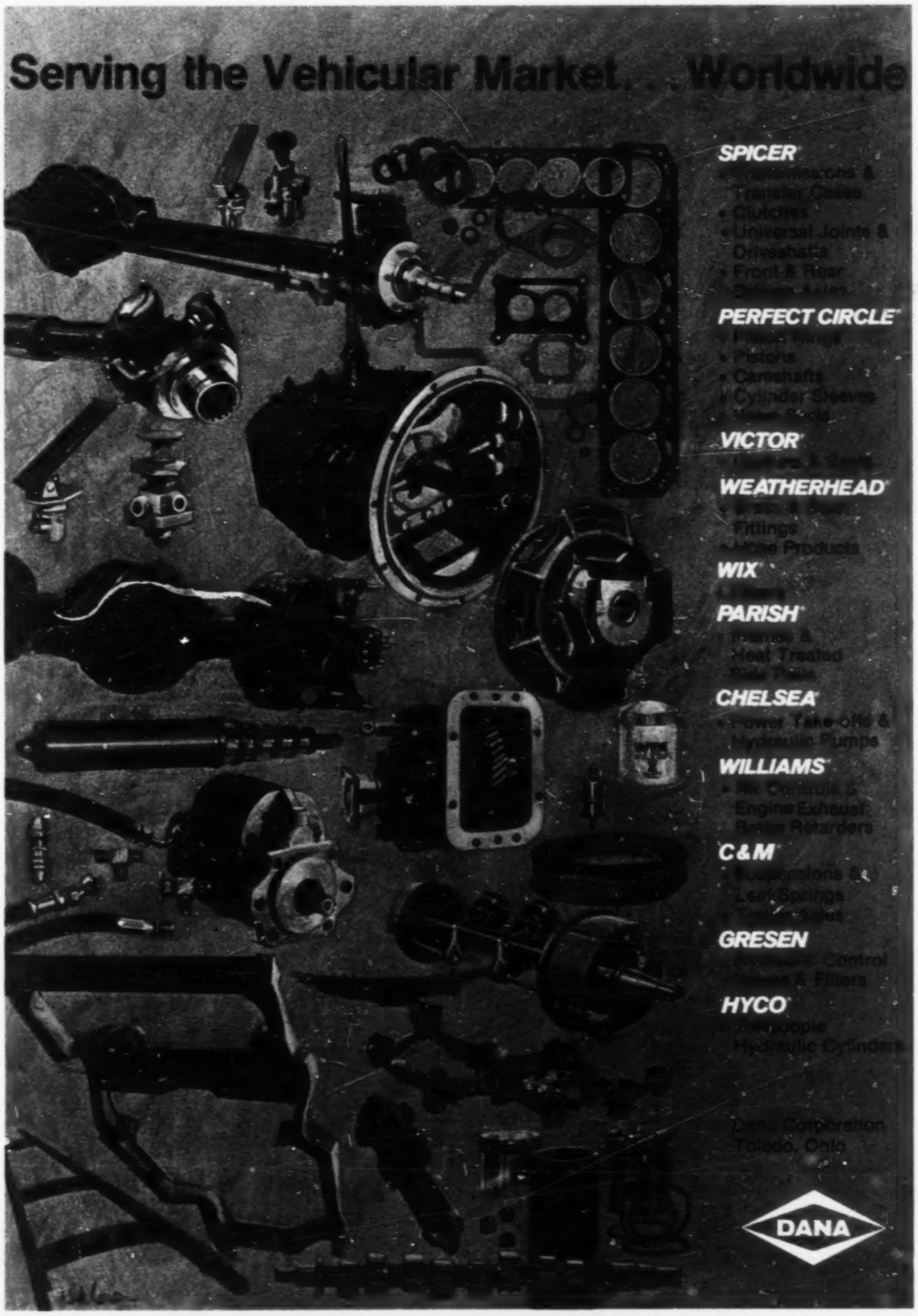

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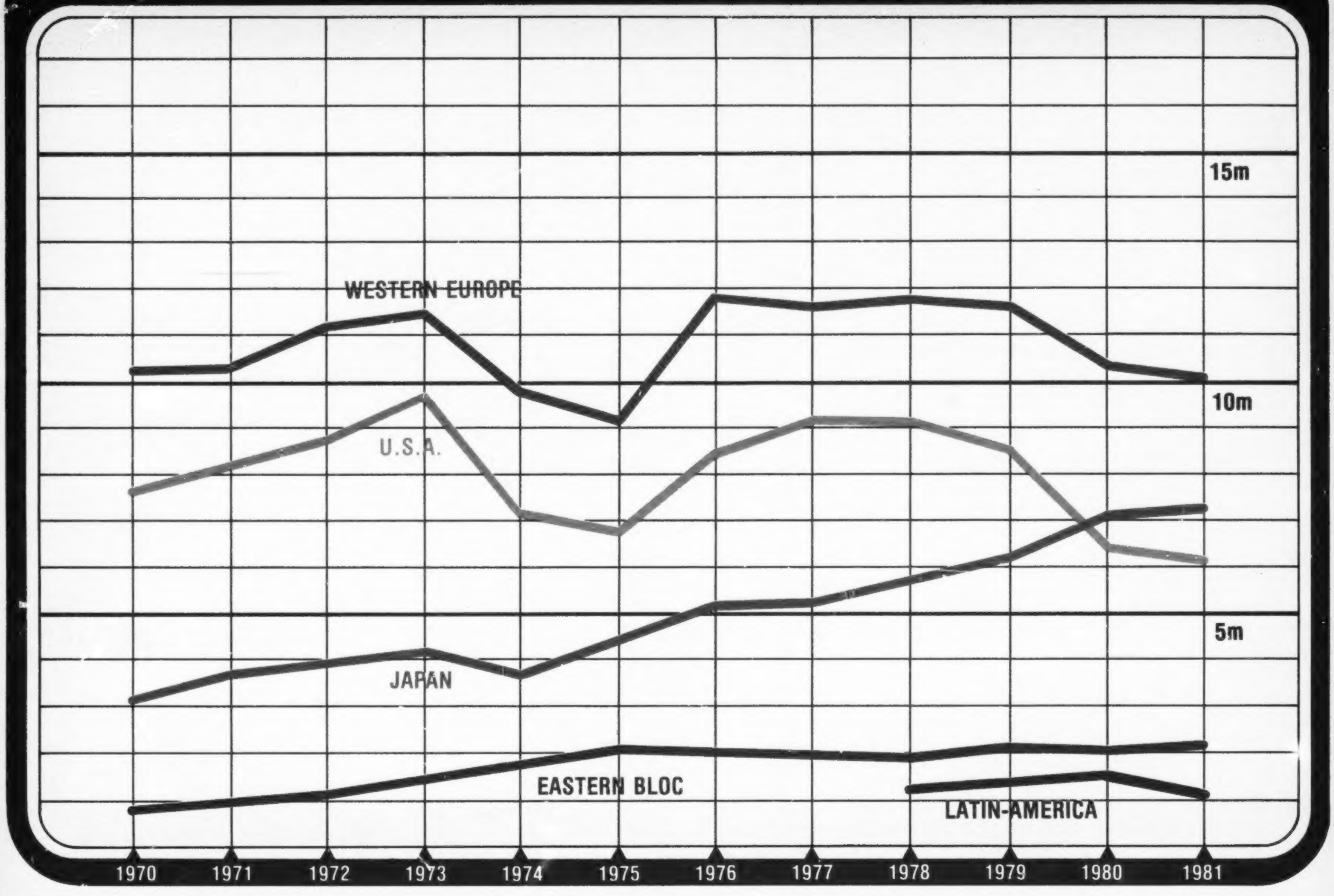
World car production



WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Mexico	Spain	Sweden	UK	U. S.	USSR	W. Germany	Others	World Total
1946	....	....	170,695	34,625	28,983	14,921	....	....	7,336	359,634	3,100,820	102,171	30,671	2,117	3,913,410
1947	....	....	242,107	96,062	43,736	11,320	....	....	9,287	441,284	4,795,587	132,968	23,258	16,621	5,853,550
1948	....	....	261,009	137,383	59,953	20,367	....	760	9,497	507,608	5,220,755	197,056	61,198	28,275	6,564,850
1949	....	....	290,664	198,372	86,054	28,700	....	486	11,069	628,196	6,243,834	275,992	163,504	29,971	8,044,111
1950	126,721	....	387,726	285,641	127,847	31,597	21,575	253	17,553	783,672	8,005,859	362,985	306,034	48,529	10,577,813
1951	129,259	....	415,420	445,655	145,553	38,490	46,081	308	22,950	733,883	6,757,014	288,683	374,108	54,210	9,451,614
1952	116,293	....	434,102	498,962	138,446	38,966	46,987	400	21,233	689,657	5,561,796	307,936	428,016	36,724	8,319,519
1953	159,307	....	486,049	497,348	174,320	49,778	35,709	660	29,427	834,275	7,349,123	354,175	490,046	38,048	10,498,265
1954	200,605	....	352,102	600,400	216,715	70,073	33,380	620	44,735	1,037,879	6,536,729	403,873	680,509	47,706	10,224,973
1955	218,004	....	452,114	725,061	268,766	68,932	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,702	128,180	13,742,690
1956	204,176	....	471,350	827,079	315,802	111,066	39,387	4,500	57,274	1,004,544	6,918,759	464,632	1,075,603	157,829	11,652,001
1957	213,620	30,700	413,577	927,956	351,815	181,977	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,206	188,399	12,528,380
1958	241,324	61,129	356,418	1,127,549	403,560	188,303	38,955	31,050	91,179	1,364,407	5,121,269	511,074	1,495,221	322,899	11,354,337
1959	263,592	96,243	367,939	1,283,159	500,784	262,814	51,118	56,800	112,394	1,560,427	6,723,588	494,994	1,718,544	378,090	13,870,486
1960	326,250	133,078	397,739	1,369,210	644,633	481,551	49,807	58,209	128,527	1,810,700	7,905,117	523,591	2,055,127	493,339	16,376,878
1961	231,651	145,674	386,923	1,244,223	759,140	813,870	62,563	75,000	131,755	1,464,134	6,652,938	555,330	2,146,797	538,486	15,209,493
1962	329,829	191,057	505,187	1,536,133	946,793	990,706	66,637	100,163	151,568	1,674,530	8,197,311	577,500	2,356,595	574,257	18,198,265
1963	374,058	174,221	631,356	1,736,977	1,180,536	1,283,531	69,135	131,988	167,850	2,011,720	9,108,776	587,012	2,667,896	585,967	20,711,023
1964	411,750	183,045	670,990	1,615,896	1,090,078	1,702,475	90,752	178,128	184,018	2,332,376	9,307,860	603,100	2,909,657	734,299	22,014,424
1965	407,596	185,155	846,609	1,641,696	1,175,548	1,875,614	96,654	228,935	205,717	2,177,261	11,137,830	616,000	2,976,477	970,941	24,542,083
1966	343,929	224,574	872,214	2,024,552	1,365,898	2,286,399	113,807	340,418	199,910	2,042,354	10,396,299	675,300	3,050,708	1,028,951	24,975,313
1967	366,547	225,418	919,508	2,009,672	1,542,669	3,146,486	126,365	361,637	214,560	1,937,119	9,023,736	728,800	2,482,319	1,082,367	24,167,203
1968	418,307	278,473	1,150,218	2,075,617	1,660,370	4,085,826	143,478	393,433	244,786	2,225,122	10,820,410	800,700	3,106,958	1,172,767	28,576,465
1969	451,917	349,519	1,326,478	2,459,072	1,595,951	4,674,923	165,164	454,571	271,440	2,182,793	10,205,911	844,300	3,604,565	1,530,463	30,029,284
1970	473,790	416,047	1,159,504	2,750,086	1,854,252	5,289,147	192,841	536,026	310,887	2,098,498	8,283,949	922,000	3,842,247	1,523,210	29,686,561
1971	470,122	516,038	1,346,765	3,010,294	1,817,019	5,810,774	210,840	532,358	317,295	2,198,146	10,671,654	1,142,700	3,982,722	1,642,116	33,681,561
1972	466,917	608,985	1,430,084	3,328,320	1,839,793	6,294,438	229,766	695,217	305,989	2,329,430	11,310,708	1,379,000	3,815,982	1,727,260	35,796,305
1973	454,190	729,135	1,574,820	3,596,179	1,957,994	7,082,757	285,513	822,020	378,042	2,163,941	12,681,513	1,602,000	3,949,065	1,881,716	39,159,751
1974	489,339	858,470	1,524,874	3,462,847	1,772,515	6,551,840	350,755	837,414	368,359	1,936,685	10,072,662	1,846,000	3,099,777	1,881,547	35,053,084
1975	456,167	929,805	1,424,006	2,861,305	1,458,629	6,941,591	360,678	814,164	366,753	1,648,399	8,986,605	1,964,000	3,186,208	1,866,930	33,265,240
1976	456,216	985,469	1,640,112	3,402,715	1,590,677	7,841,447	324,979	866,240	367,780	1,705,506	11,497,391	2,025,000	3,868,089	1,963,002	38,534,623
1977	452,592	919,242	1,775,445	3,507,881	1,583,917	8,514,522	280,813	1,129,700	286,901	1,714,240	12,702,782	2,080,000	4,104,216	2,067,760	41,120,011
1978	384,966	1,062,197	1,817,457	3,507,930	1,656,115	9,269,153	384,127	1,143,831	305,534	1,607,467	12,899,202	2,160,000	4,186,364	2,111,579	42,495,922
1979	461,468	1,127,966	1,631,661	3,613,458	1,632,158	9,635,546	444,426	1,122,918	354,820	1,478,512	11,479,993	2,173,000	4,249,725	2,109,816	41,515,467
1980	364,109	1,165,207	1,374,329	3,378,433	1,611,856	11,042,884	490,006	1,181,659	298,400	1,312,914	8,009,841	2,197,000	3,878,415	2,055,495	38,360,548

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NEW-CAR REGISTRATIONS OVERSEAS

AUSTRIA

Cars

	1981	1980
Alfa Romeo	2,147	3,201
BL	954	1,279
BMW	6,866	7,550
Daihatsu	363	455
Datsun	11,212	10,637
Fiat Auto	12,134	14,819
Ford	17,528	15,468
General Motors	23,116	29,644
Honda	1,835	2,027
Lada	2,678	2,955
Mazda	17,389	12,605
Mercedes-Benz	5,369	6,464
Mitsubishi	5,169	7,096
Peugeot SA	17,005	24,855
Citroen	6,381	8,173
Peugeot/Talbot	10,624	16,682
Porsche	428	503
Renault	9,715	12,696
Saab	666	841
Skoda	432	658
Subaru	3,209	1,728
Suzuki	1,403	669
Toyota	8,321	11,186
VAG	41,613	49,736
Volvo	3,409	4,498
Others	212	499
TOTAL	193,173	222,059

HOLLAND

Cars

	1981	1980
Alfa Romeo	4,006	4,791
American Motors	74	131
BL	6,834	8,516
BMW	11,435	10,712
Chrysler	105	76
Dacia	5	17
Daihatsu	1,961	2,191
Datsun	17,506	23,790
Fiat Auto	16,489	18,584
FSO (Polonez)	141	221
Ford	40,159	41,155
General Motors	55,434	69,246
Honda	16,879	25,001
Hyundai	1,969	1,159
Lada	6,638	5,790
Mazda	17,368	17,495
Mercedes-Benz	8,173	9,384
Mitsubishi	18,282	21,544
Peugeot SA	51,963	59,420
Citroen	21,994	22,072
Peugeot	16,528	22,447
Talbot	13,441	14,901
Polski-Fiat	50	179
Porsche	176	265
Renault	31,818	39,427
Saab	3,216	2,800
Skoda	381	597
Subaru	1,143	792
Suzuki	3,565	1,284
Toyota	18,394	27,182
VAG	38,541	39,621
Volvo	15,783	19,285
Zastava	694	603
TOTAL	389,312	451,587

BELGIUM

Cars

	1981	1980
Alfa Romeo	3,348	3,845
BMW	10,460	11,808
Datsun	15,316	15,258
Fiat	19,412	19,443
Ford (D)	29,939	32,343
Honda	14,933	17,568
Lada	12,825	10,280
Mazda	13,774	12,733
Mercedes-Benz	8,776	10,743
Mitsubishi	13,963	14,101
Opel	27,962	35,192
Peugeot SA	51,023	63,049
Citroen	22,305	24,730
Peugeot	17,008	22,950
Talbot	11,710	15,369
Renault	31,064	35,814
Toyota	26,100	36,031
VAG	45,100	45,079
Volvo	7,842	11,233
Others	18,873	24,720
TOTAL	350,730	399,240

Trucks, Buses

Bedford	755	843
Daf	973	1,284
Datsun	521	1
Fiat group	2,126	2,688
Ford	2,702	3,424
MAN	235	322
Mercedes-Benz	3,470	3,938
Mitsubishi	461	271
Peugeot SA	3,182	3,586
Citroen	1,779	1,793
Peugeot	678	1,020
Talbot	725	773
Renault	4,011	2,972
Scania	489	546
Suzuki	1,392	1,303
Toyota	3,098	3,785
Van Hool	319	219
Volkswagen	3,194	3,544
Volvo	862	1,209
Others	2,149	4,233
TOTAL	29,647	34,478
Total vehicles	380,377	433,718

JAPAN

Cars

	1981	1980
Daihatsu	80,966	91,181
Fuji	71,904	77,190
Honda	186,198	166,975
Isuzu	64,990	62,806
Mitsubishi	235,704	250,713
Nissan	806,878	828,158
Suzuki	63,132	71,559
Toyo Kogyo	220,794	196,560
Toyota	1,098,018	1,064,172
Imports	38,110	44,871
TOTAL	2,866,694	2,854,185

Trucks, Buses

Daihatsu	232,740	196,338
Fuji	158,336	114,023
Hino	38,922	47,180
Honda	148,241	103,952
Isuzu	124,485	132,038
Mitsubishi	279,619	338,281
Nissan Diesel	20,905	25,688
Suzuki	369,768	301,415
Toyo Kogyo	165,130	195,489
Toyota	394,681	430,179
TOTAL	2,260,296	2,161,305
Total vehicles	5,126,990	5,015,490

SWITZERLAND

Cars

	1981	1980
Alfa Romeo	8,553	8,447
AMC	560	806
BL	2,777	3,700
BMW	11,478	11,046
Daihatsu	1,300	1,240
Datsun	16,726	11,809
Fiat Auto	25,992	23,265
Ford	24,001	21,405
General Motors	34,196	34,739
Honda	8,973	7,602
Lada	1,044	1,445
Mazda	15,324	11,308
Mercedes-Benz	4,360	4,466
Mitsubishi	6,575	6,539
Peugeot SA	29,499	34,263
Citroen	12,600	13,515
Peugeot	11,154	12,707
Talbot	5,745	8,041
Porsche	1,082	1,155
Renault	20,205	23,253
Rolls-Royce	72	51
Saab	1,658	1,417
Skoda	470	605
Suzuki	3,037	....
Toyota	18,021	19,494
VAG	41,833	41,196
Volvo	5,845	6,271
TOTAL	298,000	287,000

FRANCE

Cars

	1981	1980
Alfa Romeo	24,923	25,380
BL	23,996	25,359
BMW	24,521	17,239
Chrysler	58	43
Datsun	13,822	17,700
Fiat Auto	82,575	68,706
Ford	101,332	68,426
General Motors	34,667	33,641
Honda	6,649	8,293
Lada	21,628	14,989
Mazda	12,568	13,021
Mercedes-Benz	16,258	14,430
Mitsubishi	3,213	2,788
Peugeot SA	606,573	685,318
Citroen	260,286	270,983
Peugeot	256,287	293,461
Talbot	90,000	120,874
Polski	1,639	1,331
Porsche	1,283	1,060
Renault	713,195	759,312
Rolls-Royce	19	29
Saab	336	147
Skoda	3,892	1,636
Suzuki	15	......
Toyota	10,509	13,095
VAG	122,212	93,182
Volvo	9,789	8,207
Zastava	1,203	1,370
Others	34	28
TOTAL	1,834,826	1,873,302

THE WORLD'S LEADING 50 MOTOR VEHICLE PRODUCERS

Rank	(1980)	Company	Nationality	Cars 1981	Trucks and Buses 1981	Total 1981	Total 1980
1.	(1)	General Motors	U.S.A.	3,925,679	687,163	4,612,842	4,729,551
2.	(2)	Toyota	Japan	2,240,000	1,050,000	3,290,000	3,220,000
3.	(3)	Nissan	Japan	1,864,000	950,000	2,814,000	2,590,000
4.	(8)	Ford	U.S.A.	1,320,197	617,375	1,937,572	1,888,456
5.	(6)	Volkswagen Group	West Germany	1,462,231	82,258	1,544,489	1,631,807
6.	(4)	Renault	France	1,295,713	230,902	1,526,615	1,713,185
7.	(5)	Peugeot	France	1,316,151	168,310	1,484,461	1,647,221
8.	(7)	Fiat-Group	Italy	1,120,000	110,000	1,230,000	1,522,000
9.	(9)	Mazda	Japan	830,000	400,000	1,230,000	1,043,000
10.	(11)	Honda	Japan	945,000	100,000	1,045,000	875,000
11.	(10)	Mitsubishi	Japan	650,000	350,000	1.000,000	915,000
12.	(13)	Lada	U.S.S.R.	750,000	100,000	850,000	800,000
13.	(14)	Chrysler	U.S.A.	749,687	98,240	847,927	757,932
14.	(12)	Opel	West Germany	810,158	6,490	816,648	792,800
15.	(16)	General Motors	Canada	478,389	278,743	757,132	769,040
16.	(15)	Daimler-Benz	West Germany	449,010	183,270	632,280	627,221
17.	(20)	Subaru	Japan	375,640	225,000	582,640	550,000
18.	(21)	Ford	United Kingdom	327,120	220,000	547,120	481,104
19.	(17)	BL	United Kingdom	420,100	120,000	540,100	518,231
20.	(19)	Isuzu	Japan	130,000	390,000	512,000	500,000
21.	(22)	Ford	West Germany	486,917	....	486,917	419,517
22.	(25)	Daihatsu	Japan	160,000	275,000	435,000	375,000
23.	(24)	GAZ (Volga)	U.S.S.R.	145,000	250,000	395,000	395,000
24.	(26)	Suzuki	Japan	90,000	270,000	360,000	355,000
25.	(29)	BMW	West Germany	337,757	....	337,757	330,087
26.	(23)	Ford	Canada	209,494	122,437	331,931	434,311
27.	(18)	Volkswagen	Brazil	250,000	75,000	325,000	514,237
28.	(30)	Polski Fiat	Poland	256,000	....	256,000	320,000
29.	(32)	Ford	Spain	253,751	....	253,751	265,839
30.	(35)	Volvo	Sweden	212,000	32,000	244,000	218,000
31.	(34)	Moskwich	U.S.S.R.	230,000	....	230,000	230,000
32.	(37)	Skoda	Czechoslovakia	180,000	30,000	210,000	215,000
33.	(27)	FASA-Renault	Spain	208,552	....	208,552	343,678
34.	(38)	Volkswagen	U.S.A.	167,829	37,379	205,208	197,106
35.	(28)	American Motors	U.S.A.	109,319	95,864	205,183	288,844
36.	(31)	SEAT	Spain	200,000	....	200,000	297,632
37.	(36)	Alfa-Romeo	Italy	190,000	....	190,000	218,000
38.	(33)	General Motors	Brazil	128,000	48,000	176,000	231,557
39.	(43)	Zastava	Yugoslavia	153,000	12,000	165,000	150,000
40.	(39)	Vauxhall	United Kingdom	70,197	80,000	150,197	183,509
41.	(42)	ZAZ	U.S.S.R.	150,000	....	150,000	140.000
42.	(45)	GM-Holden	Australia	132,000	15,000	147,000	122,900
43.	(41)	Fiat	Brazil	128,000	6,000	134,000	165,000
44.	(46)	Volkswagen	Mexico	121,000	....	121,000	119,500
45.	(49)	Ford	Australia	108,158	12,500	120,658	97,100
46.	(47)	Trabant	East Germany	120,000	....	120,000	110,000
47.	(40)	Ford	Brazil	86,900	32,000	118,900	165,456
48.	(50)	Saab-Scania	Sweden	74,000	27,000	101,000	94,000
49.	(44)	Citroen/Talbot	Spain	100,500	....	100,500	131,393
50.	(—)	Nissan	Mexico	75,000	20,000	95,000	72,000

NEW-CAR PRODUCTION OVERSEAS

WEST GERMANY

Cars

	1981	1980
BMW	337,757	330,087
Daimler-Benz	440,778	429,078
Ford*	688,326	592,812
Opel	810,158	786,663
Porsche	31,734	28,622
Audi	321,717	346,235
Volkswagen	1,058,094	1,073,932
VAG	1,379,811	1,420,167
TOTAL	3,668,564	3,587,428

Trucks, buses

Auwarter	944	903
Daimler-Benz	191,502	198,143
Faun	578	485
Ford*	45,973	51,605
Kassbohrer	1,941	2,037
Magirus-Deutz	18,246	20,619
MAN	25,473	24,455
Opel	6,490	6,137
Volkswagen	164,678	211,640
TOTAL	455,775	516,024
Total vehicles	4,144,339	4,103,452

*—Includes Genk (Belgium) production

UNITED KINGDOM

Cars

	1981	1980
BL	413,440	395,820
DeLorean	7,409	....
Ford	342,171	342,767
Lotus	345	384
Reliant	89	582
Rolls-Royce	3,087	3,108
Talbot	117,439	125,314
TVR	164	144
Vauxhall	69,932	55,002
Others	574	623
TOTAL	954,650	923,744

Trucks, buses

Bedford	48,311	96,424
BL	83,308	129,632
Dodge	8,457	16,334
ERF	1.093	1,982
Foden	613	1,340
Ford	85,324	138,373
Hestair-Dennis	835	721
MCW	641	618
Seddon Atkinson	1,353	2,943
Others	713	974
TOTAL	229,555	389,170
Total vehicles	1,184,205	1,312,914

BELGIUM

Cars

	1981	1980
Ford	160,406	136,742
General Motors	306,449	304,535
Renault	181,959	173,428
Volkswagen	81,936	80,579
Volvo	30,189	22,730
TOTAL	760,939	718,014

JAPAN

Cars

	1981	1980
Daihatsu	147,219	155,604
Fuji	190,451	202,038
Honda	852,177	845,514
Isuzu	129,564	107,057
Mitsubishi	606,883	659,622
Nissan	1,864,251	1,940,615
Suzuki	94,785	87,830
Toyo Kogyo	840,630	736,544
Toyota	2,248,171	2,303,284
TOTAL	6,974,131	7,038,108

Trucks, Buses

Daihatsu	325,035	276,770
Fuji	282,188	223,595
Hino	69,276	74,890
Honda	156,750	111,388
Isuzu	327,678	365,070
Mitsubishi	487,910	445,308
Nissan	720,037	703,437
Nissan Diesel	44,041	48,121
Suzuki	484,091	380,853
Toyo Kogyo	335,978	384,472
Toyota	972,247	990,060
Others	600	812
TOTAL	4,205,831	4,004,776
Total vehicles	11,179,962	11,042,884

SPAIN

Cars

	1981	1980
Citroen	74,495	84,836
Ford	248,045	260,005
Renault	269,029	324,680
Seat	204,847	293,536
Talbot	58,909	65,756
TOTAL	855,325	1,028,813

FRANCE

Cars

	1981	1980
Peugeot SA	1,316,151	1,446,242
Citroen	533,922	536,366
Peugeot	569,287	607,033
Talbot	212,942	302,843
Renault	1,295,713	1,492,339
TOTAL	2,611,864	2,938,581

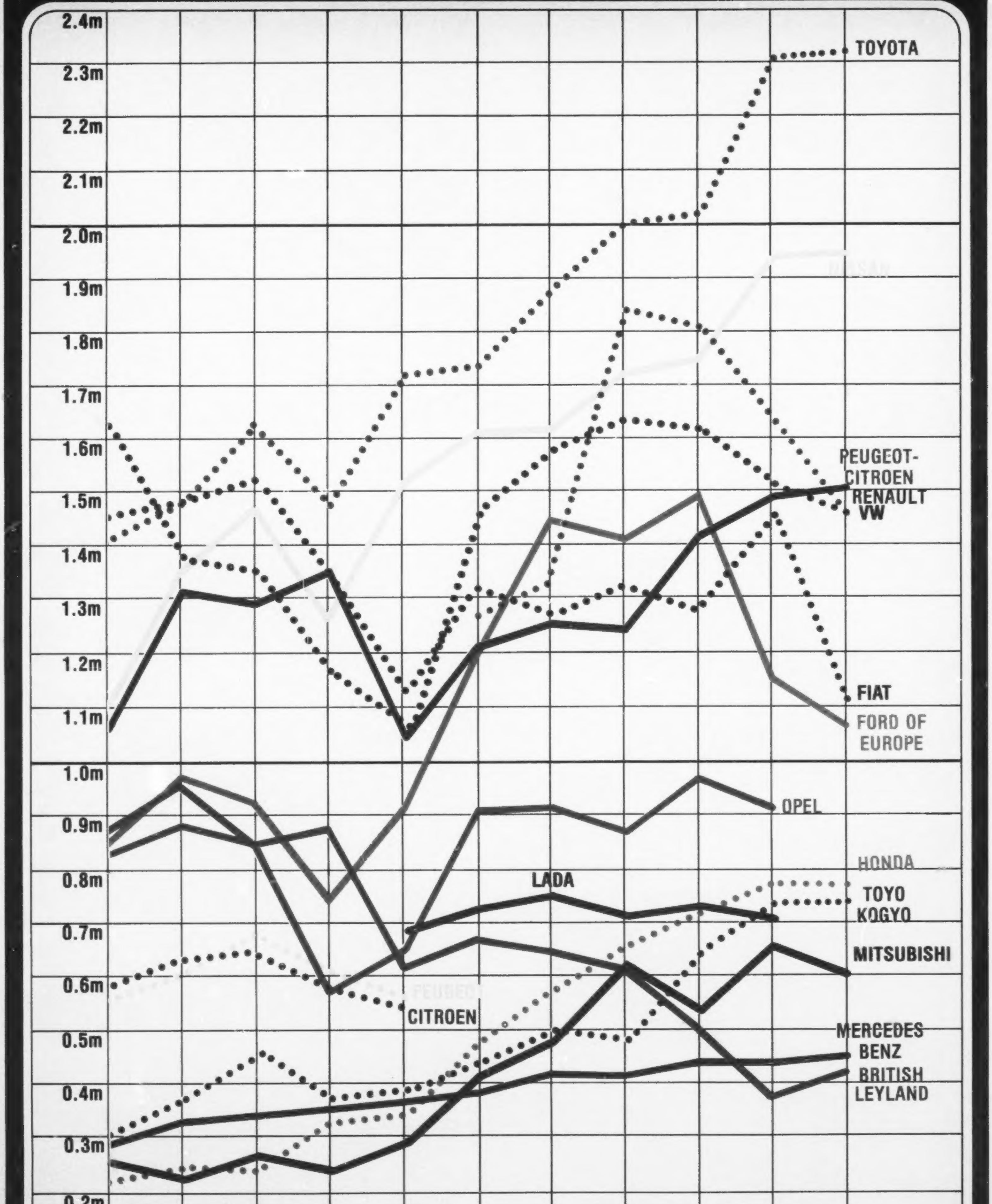
Trucks, Buses

CBM	97	105
Peugeot SA	168,310	200,979
Citroen	44,559	49,034
Peugeot	108,286	127,428
Talbot	15,465	24,517
Renault	230,902	220,846
Sovam	128	113
Unic	8,069	17,809
TOTAL	407,506	439,852
Total vehicles	3,019,370	3,378,433

10 LEADING MOTOR VEHICLE PRODUCERS WORLDWIDE

	1981	1980
1—General Motors	6,762,000	7,101,000
2—Ford Motor Co.	4,402,000	4,426,000
3—Toyota	3,290,000	3,220,000
4—Nissan	2,814,000	2,590,000
5—Volkswagen	2,196,000	2,478,000
6—Peugeot-Citroen	1,585,000	1,779,000
7—Renault	1,527,000	1,713,000
8—Fiat	1,364,000	1,687,000
9—Toyo Kogyo	1,230,000	1,153,100
10—Chrysler Corp.	1,082,500	1,018,400

Car production by major makers outside North America



Car population getting older

New registrations dip and owners delay scrapping

DETROIT. — Americans are not only buying fewer new cars but they are holding on to their autos longer before sending them to the scrap pile, according to R. L. Polk & Co.

The result is an aging car population that has considerable significance for the aftermarket (replacement parts) industry and potentially pent-up demand for new cars.

Polk said the median age of the 106 million cars on America's highways has increased in a decade from 4.9 years to 6.0 years, highest since the 1950s. Polk's figures are compiled from registrations as of June 30, 1981, the latest available.

Polk's report showed that more than 9 million cars and trucks were not re-registered during the year ending June 30, 1981, and are presumed to have been scrapped during the previous year.

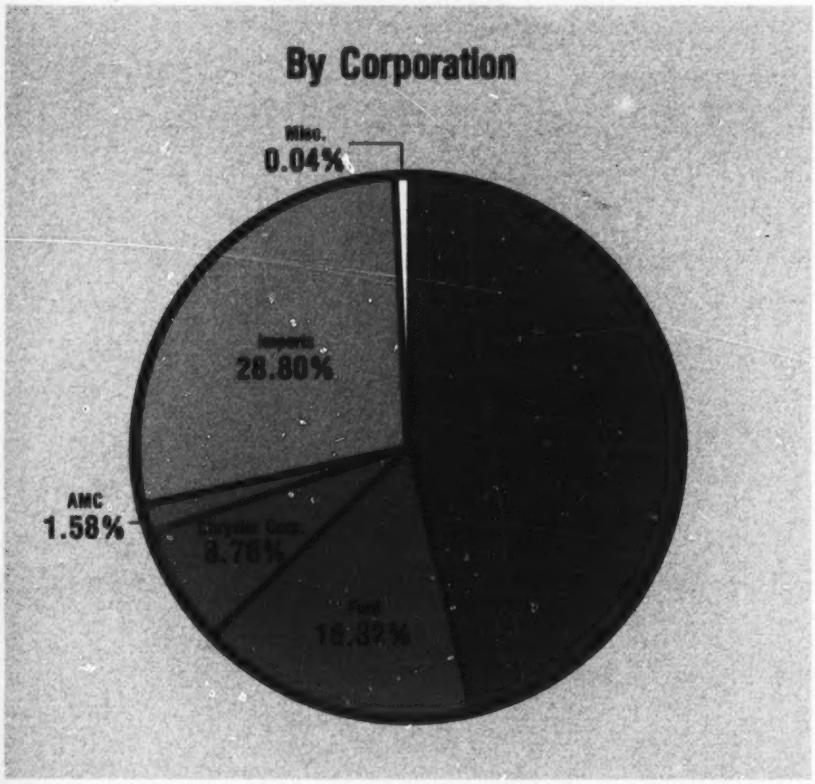
Of the 9,061,026 not re-registered, 7,542,480 were passenger cars and 1,518,546 were trucks.

The percentage of cars on the road as of June 30, 1981, that were scrapped during the year was 7.2, second lowest since 1958.

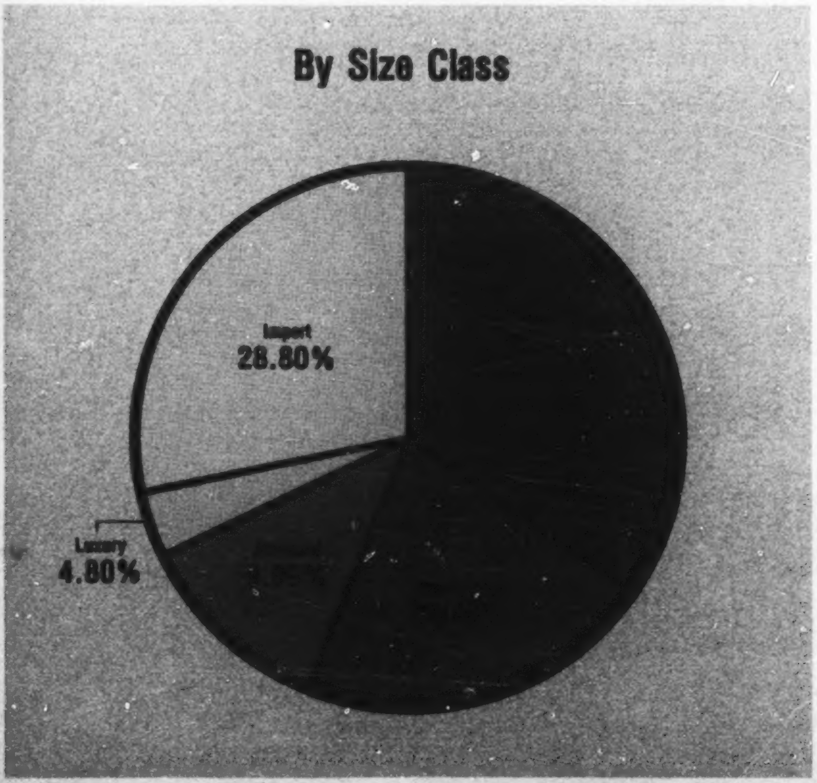
Total growth of the nation's motor vehicle car population was 2,076,463 during the period. Cars were up 1,274,801, and trucks by 801,662.

Total increase in the car population was 1.2 percent, same as the preceding year and the lowest rate since World War II.

1981 New-Car Registrations Market Shares



By Corporation



By Size Class

Automotive News Analysis of New-Car Registrations

Based on R. L. Polk & Co. Statistical Report

	1981	1980
AMC Spirit	33,842	50,257
Concord	43,198	50,666
Concord SW	15,005	17,170
Eagle 4WD	6,650	12,548
Eagle 4WD SW	17,225	16,224
Eagle SX4 4WD	17,535	4,013
TOTAL AMC	133,455	150,878
Chrysler LeBaron '81	32,598	55,045
LeBaron '81 SW	5,232	8,661
LeBaron '82 FWD	9,129	
LeBaron '82 SW FWD	1	
Cordoba	25,114	43,817
Newport	4,131	12,803
New Yorker '81	5,659	16,449
New Yorker '82	5,301	
Imperial	4,940	1,610
Total	92,105	138,385
Plymouth Horizon FWD	130,106	128,225
Reliant FWD	137,031	17,454
Reliant SW FWD	52,353	6,301
Volare	6,734	58,873
Volare SW	1,398	14,044
Gran Fury '81	6,721	11,625
Gran Fury '82	1,348	
Total	335,691	236,522
Omni FWD	110,209	103,425
Aries FWD	106,146	12,896
Aries SW FWD	39,409	4,693
Dodge 400 FWD	2,843	
Aspen	5,713	45,648
Aspen SW	1,295	10,754
Diplomat	23,799	26,630
Diplomat SW	2,631	4,531
Mirada	14,695	26,402
St. Regis	5,084	15,577
Total	311,824	250,556
Total Chrysler Corp.	739,620	625,463
Escort FWD	175,798	28,529
Escort SW FWD	110,174	16,843
EXP FWD	51,685	2
Pinto	9,368	112,112
Pinto SW	2,770	32,133
Fairmont	144,683	206,322
Fairmont SW	44,647	71,099
Granada	97,899	84,585
Granada SW	6,853	
LTD II		3,200
LTD	50,256	87,090
LTD Crn. Victoria	39,648	29,085
Ford SW	19,237	24,435
Mustang	153,211	222,549
Thunderbird	69,083	128,903
Total	975,312	1,046,887
Lincoln Town Car	28,695	31,267
Mark VI	29,265	36,901
Versailles		4,572
Continental	3,815	
Total	61,775	72,740
Mercury Lynx FWD	61,769	9,106
Lynx SW FWD	31,983	4,219
LN7	17,210	1
Bobcat	2,122	23,022
Bobcat SW	487	4,839
Zephyr	42,489	65,614
Zephyr SW	11,189	18,683
Cougar	42,597	30,758
Cougar SW	3,284	
Marquis	7,686	13,570
Marquis Brougham	12,575	12,536
Grand Marquis	24,303	19,124
Marquis SW	7,124	7,260
XR7	28,497	54,655
Capri	47,553	62,974
Total	340,868	326,361
Linc. Merc. Div. Total	402,643	399,101
Total Ford Motor Co.	1,377,955	1,445,988
Buick Skyhawk		5,856
Skylark FWD	200,350	174,150
Century '82 FWD	1,812	
Regal/Century	316,998	320,622
Regal/Century SW	15,060	16,561
Le Sabre	22,782	30,035
Le Sabre Limited	46,962	49,260
Electra	56,264	59,722
Buick SW	10,855	9,240
Riviera FWD	47,221	42,098
Total	718,304	707,544
Cadillac de Ville	99,179	97,496
Cimarron FWD	13,406	
Fleetwood & Chassis	35,586	28,649
Eldorado FWD	53,233	51,065
Seville FWD	23,054	35,347
Total	224,458	212,557
Chevrolet Chevette	347,488	369,180
Camaro	93,706	117,164
Monza	16,088	148,867
Cavalier FWD	55,107	
Cavalier SW FWD	17,031	
Citation FWD	302,301	370,605
Malibu	153,396	200,790
Malibu SW	56,126	61,815
Celebrity FWD	935	
Monte Carlo	159,863	163,097
Impala	61,165	84,601
Caprice	99,230	118,407
Chevrolet SW	45,018	54,940
Corvette	29,637	36,408
Total	1,437,091	1,725,874
Oldsmobile Starfire		5,614
Omega FWD	109,189	86,504
Cutlass Ciera FWD	2,007	
Cutlass Salon '81	155,088	172,087
Cut. Sup./Calais '81	263,425	258,134
Cut. Sup./Calais '82	22	
Cutlass SW	30,598	31,008
Delta 88	11,759	19,369
Delta Royale	124,690	111,107
98	79,932	70,398
Oldsmobile SW	17,319	16,533
Toronado FWD	36,863	36,246
Total	830,892	807,000
Pontiac T1000	53,365	
Firebird	51,576	83,832
Sunbird	28,203	129,312
J2000 FWD	40,479	
J2000 SW FWD	6,971	
Phoenix FWD	83,299	99,542
LeMans/Bonn. '82	51,499	54,307
LeMans/Bonn. '82 SW	22,691	24,115
6000 FWD	864	
Grand Prix	126,714	117,225
Catalina	6,053	13,331
Bonneville '81	37,944	47,394
Bonneville Brougham	29,441	32,479
Pontiac SW	7,837	11,257
Total	546,936	612,794
TOTAL GM CORP.	3,757,681	4,065,769
(Checker)	2,939	3,346
Misc. Domestic	3,528	3,659
Domestic Station Wag. Total	601,803	487,797
Domestic Grand Total	6,012,239	6,291,757
Import Total	2,431,680	2,469,180
Grand Total All Reg.	8,443,919	8,760,937

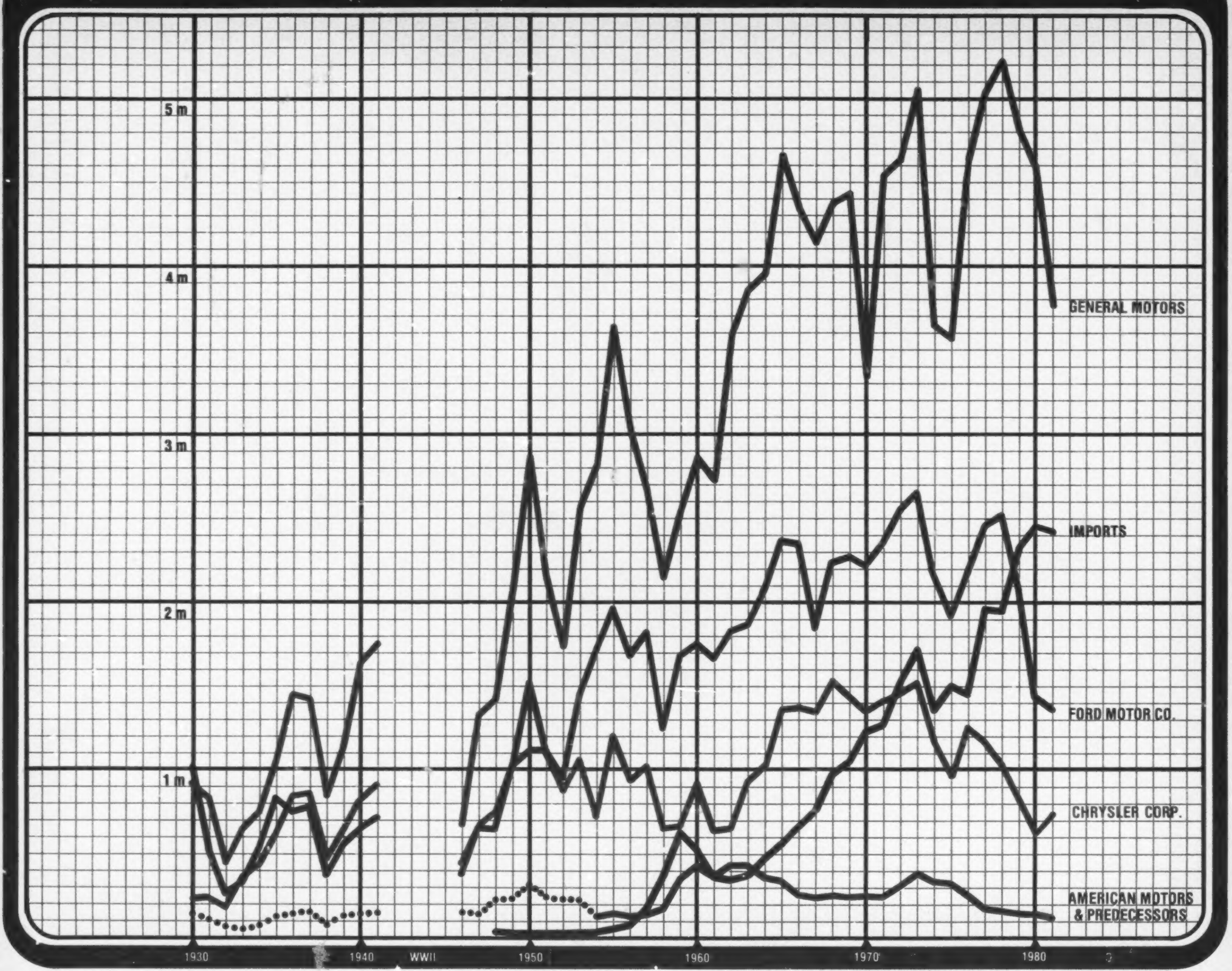
Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

NEW-CAR REGISTRATIONS IN U. S., 12 MONTHS, 1981-1980

Car registrations by states as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL	Car registrations by states as compiled by R. L. Polk & Co.	
Alabama	'81	490	793	3139	2049	5981	13925	690	3748	18363	11870	2313	28748	11748	8242	64919	32290	112061	'81	Alabama
	'80	697	1441	3180	1564	6185	16731	1017	4739	22487	11802	2200	26766	11889	9343	62000	32703	124072	'80	
Alaska	'81	871	179	724	790	1692	1984	79	814	2068	828	187	1998	751	687	4038	7223	10682	'81	Alaska
	'80	439	152	513	400	1065	1098	77	485	1660	295	127	1869	490	442	3223	6222	12609	'80	
Arizona	'81	1539	1118	2105	2158	5381	12967	781	2790	16488	6486	2292	16548	6604	3861	35601	30383	99392	'81	Arizona
	'80	2125	1481	1946	1902	5389	13805	815	2739	17359	6662	2128	20681	7625	4881	41977	32083	98933	'80	
Arkansas	'81	496	828	3179	2161	6168	11654	877	4381	17012	5478	1868	14800	9672	5502	37129	12706	73470	'81	Arkansas
	'80	686	1191	2054	1567	4812	11966	1065	4083	17114	4979	1568	15372	8011	5417	35347	14163	72142	'80	
California	'81	8584	6838	17192	13974	37004	82700	4356	25639	112701	61407	28598	92468	58062	28492	259027	420923	840239	'81	California
	'80	8216	8192	13280	9435	30907	89242	7129	28072	124443	48206	28343	107614	56588	32862	273613	465274	902453	'80	
Colorado	'81	2780	1294	3679	3603	8766	12914	882	4666	18461	7657	2006	18513	7982	4341	37379	48583	115079	'81	Colorado
	'80	2973	1436	2945	2762	7143	14096	936	4313	19345	6279	1746	19030	6631	4444	38130	50251	117842	'80	
Connecticut	'81	1930	1237	5332	7091	13660	11600	426	4191	16077	9442	2194	20474	9186	6900	48276	47864	127887	'81	Connecticut
	'80	2468	1716	3760	4284	9760	11275	496	4211	15982	10590	2155	25926	10732	8420	57823	47538	133571	'80	
Delaware	'81	484	270	1128	1329	2734	2438	151	1200	3787	2351	616	6358	3341	1846	14584	9396	30899	'81	Delaware
	'80	456	475	739	910	2124	3110	182	1216	4508	2108	481	7734	2986	2208	15509	9220	31817	'80	
Florida	'81	8381	8783	18227	12818	33525	62461	6331	22000	90797	38304	20426	79083	44833	40183	223749	149382	505754	'81	Florida
	'80	9400	7187	12824	9874	29885	56320	5937	17548	79805	36711	18545	86970	41366	42700	226292	132460	477842	'80	
Georgia	'81	1250	2001	5616	4183	11798	23081	1286	7089	31466	16838	5450	29064	19470	13863	84725	64117	193338	'81	Georgia
	'80	1713	2493	4705	3521	10719	29347	1608	7841	38796	17669	4783	36504	20219	15815	94990	63957	210175	'80	
Hawaii	'81	357	171	424	487	1082	3917	290	2183	6390	1528	291	2741	825	1085	6470	24911	39180	'81	Hawaii
	'80	226	294	370	601	1265	3273	459	1245	4977	1731	369	2811	962	1010	6883	23753	37104	'80	
Idaho	'81	422	298	1306	804	2463	3610	136	1457	5183	1511	434	4243	2298	1777	10233	11611	29832	'81	Idaho
	'80	392	348	762	560	1670	2712	156	1357	4227	1297	376	4870	1877	1616	10036	10719	27044	'80	
Illinois	'81	6002	4907	17080	16891	38948	46892	3630	17749	67971	55362	13263	82689	60980	34891	247046	93234	454099	'81	Illinois
	'80	8169	7909	13997	12357	34263	54059	4909	17759	76727	57232	13913	108406	62240	41825	283616	91363	494138	'80	
Indiana	'81	2900	2584	8319	10173	21056	21970	973	7072	30015	16858	4852	35444	25387	12624	94365	32231	180567	'81	Indiana
	'80	3234	3869	7181	6877	17927	24821	1326	6617	32764	17634	3662	44346	24077	14372	104091	35794	193810	'80	
Iowa	'81	1413	1239	4568	3912	9719	13651	853	4993	18597	8341	1493	21886	10813	6468	48192	16021	94442	'81	Iowa
	'80	1631	1831	3763	3254	8848	14120	690	4472	19282	7706	1252	23878	8810	7353	48999	18369	97129	'80	
Kansas	'81	1125	1192	2293	2992	6467	10350	798	3818	14876	7572	1736	14549	9528	6300	39684	16800	80980	'81	Kansas
	'80	1454	1759	2434	2870	7063	12468	828	4460	17756	7467	1591	18167	9138	7085	43448	20940	90661	'80	
Kentucky	'81	1733	1652	2907	3309	7268	14300	812	4443	19763	8182	2440	22886	11499	7182	52192	24402	106448	'81	Kentucky
	'80	1529	1302	2084	2200	5586	12720	740	3422	16882	5894	1697	19468	7968	6103	41130	20426	85553	'80	
Louisiana	'81	885	2061	4947	3098	9906	23427	2920	8195	34542	15860	5096	27275	22587	12340	83148	34492	162599	'81	Louisiana
	'80	1204	2942	4438	2955	10335	26808	2791	8234	37833	14370	4515	31191	19239	13259	82574	32474	164420	'80	
Maine	'81	973	373	2249	2225	4847	5668	107	1992	7794	2596	303	8142	2700	2788	16528	13613	43625	'81	Maine
	'80	812	450	1439	1144	3033	3669	75	1557	5301	1763	195	7223	1967	2381	13529	11376	34051	'80	
Maryland	'81	2319	2305	7943	10754	20787	22640	605	6640	29885	19140	4306	43640	29805	14350	102349	58348	214882	'81	Maryland
	'80	2273	3566	5348	6264	15180	25939	1047	7518	34504	15092	4354	50358	19976	16373	106153	58211	216321	'80	
Massachusetts	'81	4608	1978	10190	11186	23280	23318	967	8885	33170	16038	3494	42380	16473	11912	91296	69974	222318	'81	Massachusetts
	'80	5264	2681	7224	6765	16670	22513	1101	7592	31206	15657	3078	48253	16921	12983	96892	65784	215816	'80	
Michigan	'81	14087	7317	26993	30037	64347	63198	3910	31362	98470	41918	11408	76877	47816	37523	215643	53211	445758	'81	Michigan
	'80	14325	12552	20473	19116	52141	60802	5305	25786	91893	42353	11088	94604	44731	37392	230168	60960	449487	'80	
Minnesota	'81	2907	2132	8865	13569	24566	21270	720	7296	29286	19279	2998	32990	23221	11388	89471	30807	177285	'81	Minnesota
	'80	3290	4350	7264	8561	20175	24498	933	6921	32352	19079	2610	45135	23456	13116	103396	32510	191723	'80	
Mississippi	'81	380	790	1218	1629	3632	9258	701	2904	12863	6215	1572	11250	6809	5550	32604	14496	64066	'81	Mississippi
	'80	547	1194	1644	1077	3915	11899	762	2895	15556	6292	1288	13439	7775	6505	35299	14283	69600	'80	
Missouri	'81	1693	1961	6760	7111	15832	22761	1263	7429	31453	16867	3418	27801	20412	11867	80363	30821	165782	'81	Missouri
	'80	2011	3567	5646	5337	14550	25172	1552	7755	34479	16016	3351	36160	19653	14155	88335	36027	176002	'80	
Montana	'81	666	246	848	817	1911	2950	133	1533	4616	2164	370	4380	2354	1228	10500	7296	25125	'81	Montana
	'80	802	365	788	629	1782	2862	153	1255	4270	1798	296	4811	1564	1245	9714	8832	25400	'80	
Nebraska	'81	638	647	1861	2089	4597	6459	333	2242	9034	5218	699	10263	6232	3113	24635	10897	48000	'81	Nebraska
	'80	742	1222	1580	1804	4606	7237	434	2795	10466	4776	754	12584	4813	3768	26695	12595	55104	'80	
Nevada	'81	1619	440	1327	821	2588	5811	429	1844	8084	1562	1238	5365	2463	1639	12268	11764	34063	'81	Nevada
	'80	1006	494	1214	785	2493	5507	402	857	6766	1805	1255	6090	2448	2258	13946	12650	36921	'80	
New Hampshire	'81	1590	400	2923	2438	5761	5390	223	1971	7584	3572	742	11183	3847	3509	22833	29625	58192	'81	New Hampshire
	'80	1723	671	2136	1768	4575	5450	270	1998	7718	3652	714	12827	3761	3972	24926	20702	59644	'80	
New Jersey	'81	3843	3058	13608	12487	29143	28895	2581	10312	41588	30258	11750	61910	28367	20929	143224	182169	319077	'81	New Jersey
	'80	6714	5376	11811	9409	26596	33929	3341	10855	48125	32910	12747	72512	30964	27778	176911	108024	365370	'80	
New Mexico	'81	565	488	1211	1258	2957	5249	354	2032	7635	3090	962	7016	3770	2886	17733	14312	43202	'81	New Mexico
	'80	631	640	950	956	2546	5824	407	2172	8403	2565	785	7949	3303	2842	17444	14737	43761	'80	
New York	'81	10807	7426	28343	31451	67220	48049	3306	20051	71997	60333	20631	[illegible]	66738	36022	289782	150618	578204	'81	New York
	'80	11588	11234	20575	21561	53370	54000	3741	17480	75221	55186	20796	[illegible]	61749	43015	311956	153329	605464	'80	
North Carolina	'81	1796	1337	4627	5378	11342	22087	701	5107	28596	16789	3108	34218	17130	14307	85613	64326	191809	'81	North Carolina
	'80	2326	1945	3748	3574	9267	26550	1116	7014	34680	15555	3067	41879	16889	16501	93891	61043	201207	'80	
North Dakota	'81	334	472	1099	1173	2744	3040	185	1281	4506	1827	441	4586	3004	1549	11817	4545	22996	'81	North Dakota
	'80	375	705	834	1013	2552	2976	186	1148	4310	1520	295	5529	2069	1651	11064	4710	23011	'80	
Ohio	'81	7983	4448	20604	20102	45054	45925	2219	17710	65800	38948	6340	78094	42182	27632	190116	81867	393085	'81	Ohio
	'80	10344	7771	16547	16014	40332	50914	3125	17209	71248	41222	8702	102417	47079	34214	233634	83048	438606	'80	
Oklahoma	'81																		'81	Oklahoma
	'80																		'80	
Oregon	'81	864	615	2327	2511	5453	9524	262	2651	12437	4858	1682	12183	5416	3784	27943	49882	92249	'81	Oregon
	'80	1464	874	1731	1831	4436	9821	436	2556	12813	4893	1697	14764	5699	4103	31156	51616	101485	'80	
Pennsylvania	'81	12861	5743	21098	26186	52997	46976	1969	14672	63617	38806	9419	82158	34781	26782	190738	167169	429114	'81	Pennsylvania
	'80	13922	8932	17614	20254	46800	50299	2457	15091	67847	38320	9354	104252	37438	32935	222299	117065	467933	'80	
Rhode Island	'81	819	347	1382	1430	3159	3187	132	1131	4450	2431	468	4335	2732	1461	11427	10897	29883	'81	Rhode Island
	'80	1167	445	1265	942	2652	3699	198	1126	5023	2436	529	5939	2931	2112	13947	10902	33691	'80	
South Carolina	'81	880	762	2740	2616	6118	12701	498	3385	16588	9362	1777	16529	9808	6080	43646	31604	95204	'81	South Carolina
	'80	840	1462	2658	1947	6067	15622	705	4168	20495	9168	1603	20902	9542	8483	49698	31777	108877	'80	
South Dakota	'81	790	484	990	824	2278	2628	111	1211	4150	1616	230	4061	2103	1316	9348	3025	19802	'81	South Dakota
	'80	379	589	790	840	2219	2984	167	1123	4274	1448	221	4788	1573	1316	9346	3875	20093	'80	
Tennessee	'81	1245	1380	3911	3657	8628	17109	1052	4998	23118	11196	3027	24095	14096	11014	64170	40680	138041	'81	Tennessee
	'80	1699	2231	4016	3198	9445	19647	1346	5240	26233	11606	3396	28649	14041	11997	69689	42110	149176	'80	
Texas	'81	4861	7418	10998	11982	30398	86289	9825	28496	119999	69475	25153	109925	91318	49408	344424	147472	646407	'81	Texas
	'80	5508	9106	10185	10255	29546	83883	8639	26683	119205	60975	21390	113824	74308	47773	318270	135274	607804	'80	
Utah	'81	1032	837	1552	2079	4468	5996	309	2263	8568	2451	836	6665	3180	2376	16998	29728	52822	'81	Utah
	'80	609	539	931	778	2248	3910	234	1424	5568	1923	560	7087	2135	1655	13360	13061	34846	'80	
Vermont	'81	797	259	1143	1608	3010	2544	48	1307	3899	1465	193	4812	688	1167	8325	8384	24386	'81	Vermont
	'80	658	344	833	1295	2472	2086	61	1245	3392	1362	120	4759	1024	1217	8502	8551	23575	'80	
Virginia	'81	2727	1832	7145	9475	18452	27495	921	6601	35017	11692	3494	39063	16517	12720	82296	69327	207021	'81	Virginia
	'80	3078	2546	5497	6472	14517	26017	1128	6153	33298	10574	3404	46171	15564	13752	89465	65106	205463	'80	
Washington	'81	893	754	3871	3497	8122	17141	343	5087	22571	7814	1787	18468	6946	4223	38060	54896	124848	'81	Washington
	'80	1523	1262	3444	2225	6931	16263	601	5114	21978	6257	1705	22062	6849	5078	42751	67094	140277	'80	
West Virginia	'81	2506	752	2770	3515	7037	8291	295	2331	10917	4121	966	14409	5314	3836	28795	13766	82953	'81	West Virginia
	'80	2315	1272	2521	2669	6462	7608	380	2320	10308	4024	774	16009	4731	4256	29794	14248	83127	'80	
Wisconsin	'81	4302	1985	9433	10037	21428	16704	642	7107	24453	14485	[illegible]	24067	17682	19130	73000	31474	187614	'81	Wisconsin
	'80	5401	3242	7340	7978	18560	19585	916	6857	27360	16336	[illegible]	34157	18515	16457	87498	32594	171413	'80	
Wyoming	'81	772	299	729	574	1537	2277	112	1053	3442	1378	274	2795	1428	1138	6818	8087	18277	'81	Wyoming
	'80	781	342	664	411	1417	2303	172	1059	3534	1290	303	2960	1208	1374	7125	6565	19422	'80	
Dist. of Columbia	'81	360	229	383	631	1243	1752	152	1032	2876	998	623	3376	1311	917	7113	6328	18015	'81	Dist. of Columbia
	'80	174	370	458	486	1314	2025	165	546	2756	781	648	3148	1299	895	6781	5604	16832	'80	
Federal Government	'81	418	270	2348	9180	11798	4311	3	36	4349	132	2	1009	185	75	2313	33	18911	'81	Federal Government
	'80	514	24	413	1211	1648	13420		38	13456	156	4	2022	177	96	2454	48	18120	'80	
United States Total	'81	133455	92195	311824	338881	729820	975313	61776	340868	1377956	716304	224458	1437091	830802	548836	3757681	2435208	8443919	'81	United States Total
	'80	150878	138365	250556	236522	625463	1046887	72740	326361	1445988	707544	212557	1725674	807000	612794	4065789	2472839	8760937	'80	

Registrations for the state of Oklahoma are not available.

U.S. registrations since 1930



* Dotted line represents total of Nash & Hudson before formation of AMC.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1966-1980

	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980
Chevrolet	2,158,811	1,978,758	2,060,249	2,060,202	1,668,288	2,195,345	2,289,407	2,455,063	1,973,706	1,749,877	2,035,858	2,205,566	2,294,990	2,106,404	1,725,874
Pontiac	830,856	834,146	877,382	759,605	544,715	680,097	712,775	807,546	504,081	478,142	706,460	800,230	857,083	774,525	612,794
Oldsmobile	580,550	551,274	624,262	642,889	461,732	666,958	729,153	808,889	519,082	604,882	867,485	953,875	967,896	931,836	807,000
Buick	569,131	565,313	627,159	677,319	493,207	726,542	646,526	696,333	428,194	489,290	700,778	735,396	762,532	687,182	707,544
Cadillac	196,498	209,546	205,593	243,905	165,042	253,002	257,795	285,709	219,993	256,135	293,716	325,724	335,053	307,897	212,557
GENERAL MOTORS	4,335,846	4,139,037	4,394,645	4,419,920	3,332,984	4,521,944	4,635,656	5,053,540	3,645,056	3,578,326	4,604,297	5,020,791	5,217,554	4,807,844	4,065,769
Ford	1,991,520	1,520,711	1,803,271	1,880,384	1,848,669	1,913,033	2,058,676	2,137,123	1,756,811	1,481,169	1,665,619	1,791,414	1,769,077	1,475,178	1,046,887
Mercury	308,049	295,511	367,515	352,137	310,375	384,152	396,186	413,677	330,513	332,173	408,121	489,160	560,299	498,326	326,361
Lincoln	49,324	35,218	57,486	58,835	56,654	66,092	94,434	116,115	84,693	91,496	115,801	172,853	178,873	128,262	72,740
FORD MOTOR CO.	2,348,893	1,851,440	2,228,272	2,291,356	2,215,698	2,363,277	2,549,296	2,666,915	2,172,017	1,904,838	2,189,541	2,453,427	2,508,249	2,101,766	1,445,988
Plymouth	598,160	627,173	709,823	658,987	681,760	687,115	709,884	748,699	597,276	404,408	526,957	436,027	394,534	323,225	236,522
Dodge	543,560	491,919	581,478	538,381	504,097	545,785	562,985	587,937	462,872	344,697	460,647	448,128	427,946	367,387	250,556
Chrysler	230,182	206,399	220,786	211,727	153,168	156,195	178,951	163,075	107,802	212,809	271,061	303,480	189,631	243,842	138,385
Imperial	14,609	15,901	15,778	18,860	10,753	12,089	14,321	12,809	12,252	4,764	411	....	....	....	....
CHRYSLER CORP.	1,386,511	1,341,392	1,527,863	1,427,955	1,349,778	1,401,184	1,466,141	1,512,520	1,180,202	966,678	1,259,076	1,187,635	1,112,111	934,454	625,463
AMERICAN MOTORS	265,712	237,785	259,346	239,937	254,327	245,805	301,973	392,105	329,431	307,618	247,032	182,539	157,797	156,926	150,878
Misc. Domestic	7,636	8,440	7,969	5,739	4,456	4,673	5,326	6,002	5,240	3,452	4,902	5,330	4,299	4,652	3,659
Imports	658,123	779,220	985,767	1,061,617	1,230,961	1,293,743	1,529,402	1,719,913	1,369,148	1,500,928	1,446,637	1,976,512	1,946,094	2,351,053	2,469,180
TOTAL	9,008,488	8,357,421	9,403,862	9,446,524	8,388,204	9,830,626	10,487,794	11,350,995	8,701,094	8,261,840	9,751,485	10,826,234	10,946,104	10,356,695	8,760,937

SALES PER OUTLET BY MAKE, 1961-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961
Chevrolet	259	303	384	394	381	350	302	332	408	352	355	268	326	323	307	330	365	317	319	305	231
Oldsmobile	263	251	286	302	294	272	192	158	241	208	200	139	191	184	161	168	175	147	135	125	93
Buick	244	239	234	256	245	244	171	141	224	198	206	160	220	203	182	183	195	154	145	128	93
Ford	197	204	269	326	335	306	276	318	380	345	337	323	321	303	250	321	317	273	240	223	199
Pontiac	179	195	241	277	249	233	155	151	244	204	204	163	235	258	244	240	238	197	173	150	105
Cadillac	144	133	193	215	207	190	166	138	178	150	154	101	149	126	128	119	112	88	91	86	80
Mercury	127	117	172	195	172	143	119	117	145	133	119	116	132	140	115	122	132	123	114	129	123
Dodge	126	108	133	158	162	166	117	149	186	166	167	158	164	177	154	173	168	157	144	96	86
Plymouth	129	97	110	133	143	174	127	176	218	187	185	186	174	186	165	157	166	138	131	96	88
AMC	85	88	97	105	112	140	177	176	205	141	114	109	104	112	100	104	115	125	139	139	125
Chrysler	35	50	76	89	96	86	70	36	51	52	48	44	59	61	58	66	59	42	38	41	37
Lincoln	43	45	80	115	112	76	62	56	76	60	45	41	44	47	31	46	41	38	31	31	30
Imperial*	11	6	—	—	—	—	—	—	—	—	—	4	13	11	11	10	12	15	11	10	9

*—Imperial was not marketed as a separate domestic make before 1980: It was a Chrysler nameplate from 1971 to 1975.

U. S. NEW-CAR REGISTRATIONS BY MAKES, 1950 - 1965

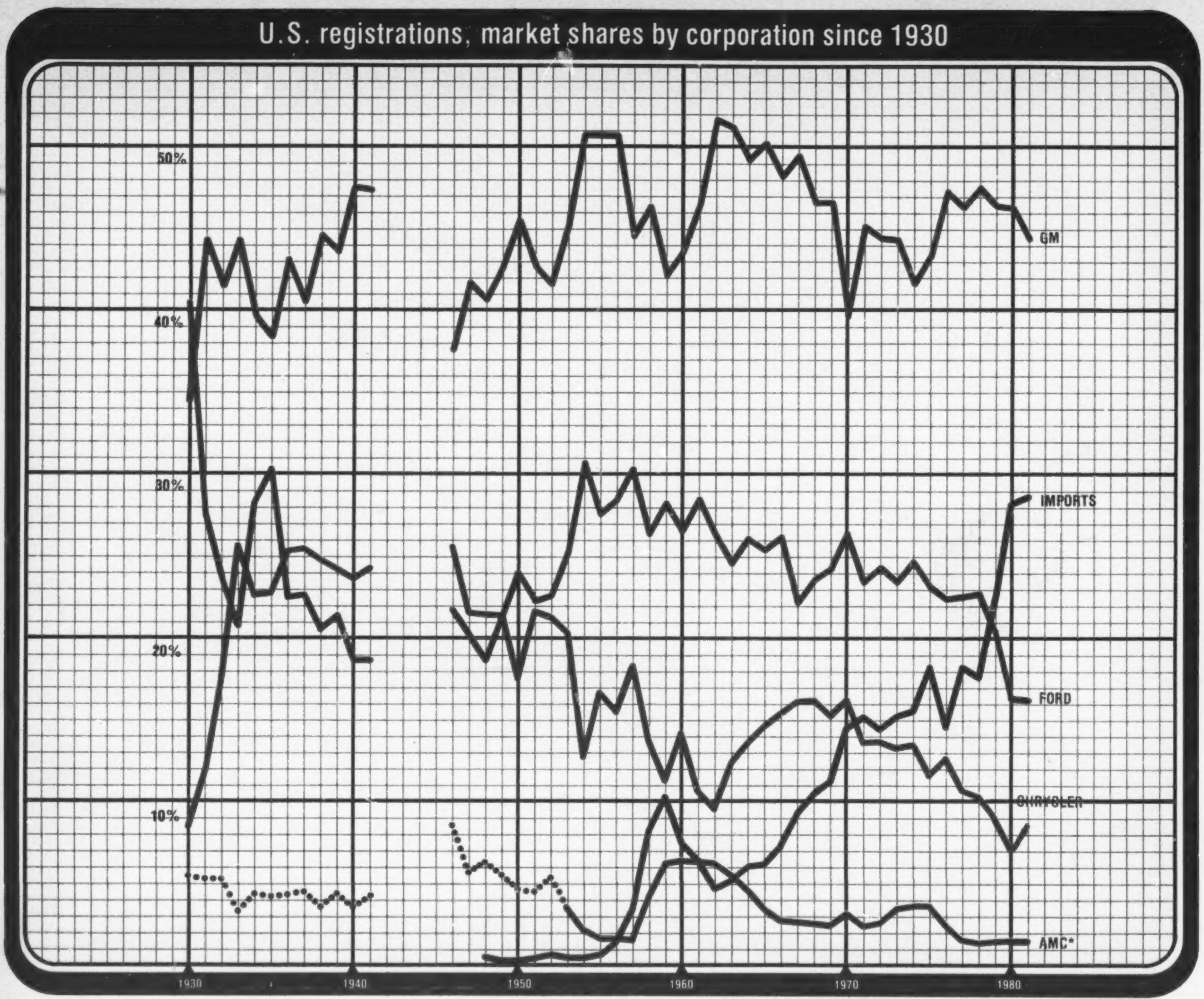
	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Chevrolet	1,420,399	1,067,042	852,542	1,342,480	1,417,453	1,640,681	1,565,399	1,456,288	1,234,414	1,419,131	1,696,925	1,589,734	2,078,029	2,161,653	2,124,905	2,424,358
Pontiac	440,528	337,821	266,351	385,692	358,167	530,007	358,668	319,719	229,831	382,137	399,646	372,871	528,654	606,791	687,902	831,448
Oldsmobile	372,519	273,472	218,189	305,593	407,150	589,515	437,899	371,596	306,566	360,525	355,798	328,586	440,995	474,786	513,134	608,930
Buick	535,807	392,285	310,806	454,320	613,497	737,879	529,371	394,553	263,981	245,909	267,837	290,623	400,267	454,237	481,043	608,620
Cadillac	101,825	97,093	87,806	98,612	110,328	141,038	132,952	141,209	122,651	135,387	149,593	142,195	151,528	159,233	151,638	189,661
GENERAL MOTORS	2,871,078	2,167,713	1,735,694	2,586,697	2,806,595	3,639,120	3,024,286	2,683,365	2,157,443	2,543,089	2,869,799	2,724,009	3,599,473	3,866,700	3,958,622	4,663,017
Ford	1,166,118	862,309	732,481	1,116,267	1,400,440	1,573,882	1,375,343	1,493,617	1,028,893	1,471,249	1,420,352	1,330,235	1,471,514	1,559,108	1,749,014	1,998,385
Mercury	318,217	233,339	185,883	287,717	269,926	371,837	274,603	260,573	136,295	157,972	308,239	309,096	321,817	288,884	311,574	331,367
Edsel	....	....	....	....	....	....	....	26,681	38,601	40,778	....	....	....	....	....	....
Lincoln	34,318	25,816	29,110	39,169	36,251	35,017	44,162	37,298	26,605	28,815	20,711	31,126	31,533	31,517	36,897	42,636
FORD MOTOR CO.	1,518,653	1,121,464	947,474	1,443,153	1,706,617	1,980,736	1,694,108	1,818,169	1,230,394	1,696,814	1,749,302	1,670,459	1,824,864	1,879,509	2,097,485	2,372,388
Plymouth	547,367	542,649	433,134	600,447	381,078	647,352	483,756	595,503	391,104	390,104	445,590	299,683	301,158	426,332	492,775	624,779
Dodge	300,104	298,603	246,464	288,812	154,789	284,323	220,208	257,488	135,538	167,277	356,572	225,945	238,053	379,026	462,551	521,783
DeSoto	115,023	112,643	91,677	122,342	76,739	118,062	100,766	103,915	47,894	42,488	23,063	....	....	....	....	....
Chrysler	151,300	149,435	113,392	153,756	101,741	156,458	106,853	106,436	58,573	64,424	79,752	94,387	114,131	114,062	137,029	202,559
Imperial	....	....	....	....	....	....	10,460	33,017	14,823	18,498	16,360	11,747	13,558	15,266	21,157	17,214
CHRYSLER CORP.	1,113,794	1,103,330	884,667	1,165,357	714,347	1,206,195	922,043	1,096,359	647,932	682,791	921,337	631,762	666,900	934,686	1,113,512	1,366,335
Nash	162,224	93,675	91,304	97,527	41,116	37,197	25,271	9,474	....	....	....	....	....	....	....	....
Hudson	134,219	96,847	78,509	66,797	34,806	20,522	11,822	4,596	....	....	....	....	....	....	....	....
Rambler	13,498	46,360	51,216	39,823	35,613	72,227	70,867	91,469	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Metropolitan	....	....	....	....	7,018	6,807	7,145	11,791	....	....	....	....	....	....	....	....
AMERICAN MOTORS	....	....	....	....	118,553	136,753	115,105	117,330	186,373	363,372	422,273	370,685	423,104	428,346	379,412	324,669
Studebaker	268,229	205,514	157,902	161,257	95,914	95,761	76,402	62,565	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Packard	73,155	66,999	66,346	71,079	38,396	52,103	28,396	5,189	....	....	....	....	....	....	....	....
STUDEBAKER-PACKARD	....	....	....	....	....	147,864	104,798	67,754	47,798	133,382	106,244	72,155	77,877	64,570	26,073	12,042
Kaiser	85,832	52,286	41,022	22,825	8,889	959	....	....	....	....	....	....	....	....	....	....
Frazer	11,884	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
Henry J	14,339	51,372	28,718	10,710	1,123	....	....	....	....	....	....	....	....	....	....	....
Allstate	....	....	1,566	675	....	....	....	....	....	....	....	....	....	....	....	....
Willys	33,926	26,049	41,016	42,433	17,002	6,267	....	....	....	....	....	....	....	....	....	....
KAISER-FRAZER	112,055	103,658	71,306	....	....	....	....	....	....	....	....	....	....	....	....	....
KAISER-WILLYS	....	....	....	76,643	27,014	7,226	....	....	....	....	....	....	....	....	....	....
Austin	5,452	3,800	4,804	3,087	....	....	....	....	....	....	....	....	....	....	....	....
Crosley	6,896	5,304	2,679	....	....	....	....	....	....	....	....	....	....	....	....	....
Miscellaneous*	13,259	20,190	25,477	27,412	28,028	52,014	94,908	199,365	384,574	619,827	507,695	385,677	346,645	392,906	490,046	575,461

*Includes Imports

U. S. NEW-CAR REGISTRATIONS BY MAKE, 1930-1949

	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949
Chevrolet	618,901	583,387	322,860	474,493	534,906	656,698	930,250	768,040	464,337	598,834	853,529	880,346	329,601	640,709	709,609	1,031,466
Pontiac	90,039	86,139	47,926	85,348	72,645	140,122	171,669	212,400	98,399	159,836	235,815	286,123	113,109	206,411	228,939	321,033
Oldsmobile	50,503	46,980	24,128	35,295	71,676	149,375	178,488	188,302	92,398	146,412	201,256	230,367	93,094	180,078	175,531	269,351
Buick	122,645	90,871	49,706	43,809	63,067	87,635	160,687	205,304	166,380	218,995	295,513	308,615	126,322	246,115	244,762	372,425
Cadillac	12,078	11,135	6,269	3,903	4,899	6,692	11,766	11,234	10,639	13,090	21,965	60,242	23,666	53,379	59,379	80,880
LaSalle	11,262	6,883	3,848	3,709	5,182	11,775	13,992	28,906	15,732	22,197	16,599	....	....	....	....	....
GENERAL MOTORS	905,428	825,395	454,739	646,557	752,375	1,052,297	1,466,852	1,414,186	847,885	1,159,364	1,624,677	1,765,693	685,792	1,326,692	1,418,220	2,075,155
Ford	1,055,105	528,539	258,927	311,113	530,528	826,519	748,554	765,933	363,688	481,496	542,755	602,013	326,822	532,646	486,888	806,766
Mercury	....	....	....	....	....	....	....	....	6,835	65,884	80,418	81,874	61,187	111,198	137,512	186,629
Lincoln	4,356	3,465	3,179	2,112	2,061	2,370	15,567	25,242	16,991	19,940	21,004	18,769	10,798	24,081	32,638	57,691
FORD MOTOR CO.	1,059,461	532,004	262,106	313,225	532,589	828,889	764,121	791,175	387,514	567,320	644,177	702,656	398,807	667,925	567,038	1,031,086
Plymouth	64,305	94,276	111,926	249,667	302,557	382,985	499,580	462,268	286,241	348,807	440,093	452,187	211,800	313,118	347,174	527,915
Dodge	64,155	53,086	28,111	86,062	90,139	178,880	248,518	255,264	104,881	176,585	197,252	215,563	135,488	209,552	213,923	273,530
DeSoto	35,267	28,429	25,311	21,260	11,447	26,952	45,088	74,421	35,259	51,951	71,943	91,004	54,420	72,966	82,454	103,311
Chrysler	60,908	52,644	26,016	28,677	26,052	40,536	58,698	91,624	46,184	63,956	100,117	143,025	65,532	93,871	105,315	130,516
CHRYSLER CORP.	224,635	228,435	191,364	385,666	432,195	629,243	851,884	883,587	472,565	641,299	809,405	901,779	467,240	689,507	748,886	1,035,272
Nash	51,086	39,366	20,233	11,353	23,616	35,184	43,070	70,568	31,814	54,050	52,853	77,824	85,169	102,808	104,156	135,328
Hudson	30,466	19,188	8,641	2,946	19,307	53,838	78,371	74,208	40,889	62,855	79,979	73,261	72,484	83,344	109,497	137,907
Terraplane	63,338	42,543	28,778	35,831	40,510	21,587	20,825	15,819	....	....	....	....	....	....	....	....
Studebaker	56,525	46,532	41,968	36,242	41,560	39,573	67,835	70,054	41,504	84,660	102,281	114,331	58,051	102,123	143,120	199,460
Packard	28,318	16,252	11,058	9,081	6,552	37,653	68,772	95,463	49,163	62,005	73,794	69,653	36,435	47,875	77,843	97,771
Kaiser	....	....	....	....	....	....	....	....	....	....	....	....	3,501	55,571	108,367	57,995
Frazer	....	....	....	....	....	....	....	....	....	....	....	....	1,873	51,158	57,994	15,827
Willys	65,766	51,341	25,898	15,314	6,576	10,439	12,423	51,418	13,012	14,734	21,418	22,102	2,329	23,400	21,408	28,576
KAISER-FRAZER	....	....	....	....	....	....	....	....	....	....	....	....	5,374	106,729	166,361	73,822
Auburn-Cord	13,149	30,951	11,646	5,038	5,536	5,163	3,022	1,292	....	....	....	....	....	....	....	....
Austin	4,354	2,941	2,520	3,675	1,057	....	....	....	....	....	....	....	....	....	....	....
Crosley	....	....	....	....	....	....	....	....	....	....	....	....	2,868	15,934	25,400	10,175
Franklin	7,511	3,881	1,829	1,329	360	....	....	....	....	....	....	....	....	....	....	....
Graham	30,137	19,207	12,858	10,128	12,887	15,965	16,439	13,987	4,139	3,660	1,856	....	....	....	....	....
Huppmobile	24,307	17,425	10,794	6,726	6,566	7,450	1,556	396	1,020	907	211	....	....	....	....	....
Pierce-Arrow	6,795	4,522	2,692	2,151	1,740	875	787	166	....	....	....	....	....	....	....	....
Reo	11,449	6,761	3,870	3,623	3,854	3,894	3,146	....	....	....	....	....	....	....	....	....
Miscellaneous*	43,343	21,272	5,405	5,908	1,277	1,858	5,294	1,441	3,016	1,516	5,254	3,867	647	894	19,043	13,790

*—Includes Imports.

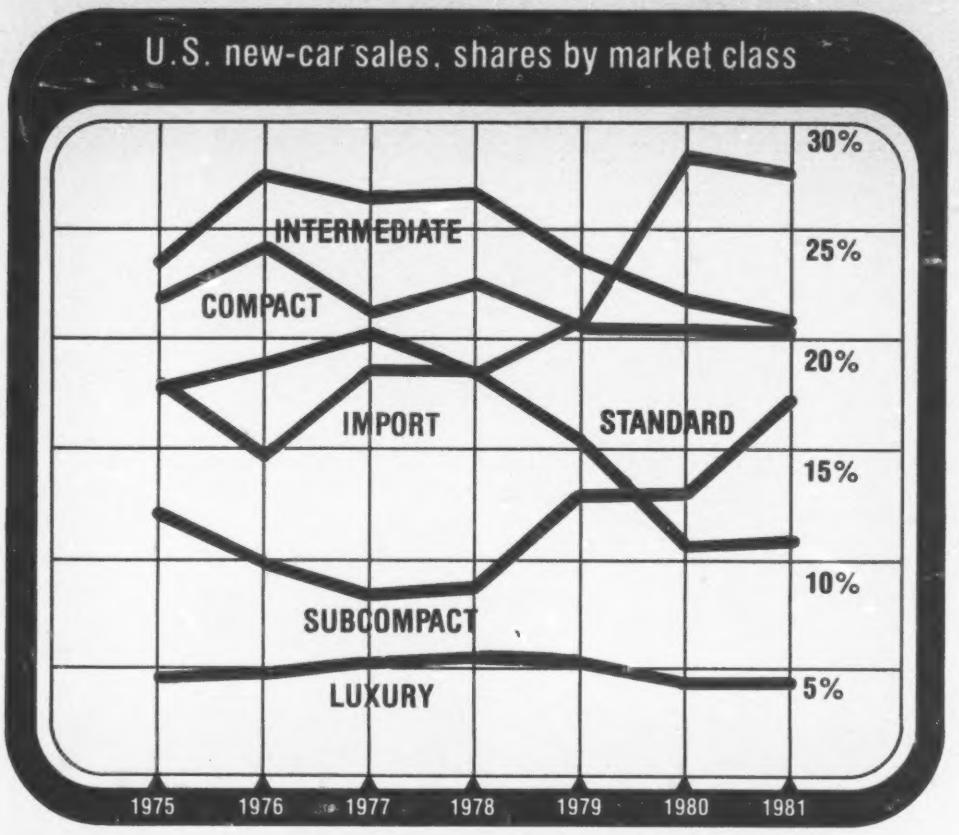


* Dotted line represents total of Nash & Hudson before formation of AMC.

MARKET SHARES BY CORPORATION, U. S. REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard*	Kaiser-Frazer, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	—
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	—
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	—	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	—	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	—	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	—	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	—	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	—	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	—	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	—	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	—	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	—	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	—	0.08	7.31
1967	49.53	22.15	16.05	2.85	—	—	0.10	9.32
1968	46.73	23.70	16.25	2.76	—	—	0.08	10.48
1969	46.79	24.25	15.12	2.54	—	—	0.06	11.24
1970	39.73	26.42	16.09	3.03	—	—	0.05	14.68
1971	45.16	23.52	13.71	2.50	—	—	0.05	15.06
1972	44.40	24.39	13.80	2.83	—	—	0.05	14.53
1973	44.32	23.50	13.33	3.45	—	—	0.05	15.15
1974	41.89	24.96	13.56	3.79	—	—	0.06	15.74
1975	43.31	23.06	11.70	3.72	—	—	0.04	18.17
1976	47.22	22.45	12.91	2.53	—	—	0.05	14.84
1977	46.37	22.66	10.97	1.69	—	—	0.04	18.26
1978	47.67	22.91	10.16	1.44	—	—	0.05	17.78
1979	46.42	20.29	9.02	1.52	—	—	0.05	22.70
1980	46.41	16.51	7.14	1.72	—	—	0.04	28.18
1981	44.50	16.32	8.76	1.58	—	—	0.04	28.80

*—And predecessors


U.S. new-car sales, shares by market class

REGISTRATION RECORDS

Best years for new vehicles

CARS

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1971	9,830,826
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1963	7,556,717
1955	7,166,906
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,969

TRUCKS

1978	3,963,340
1977	3,509,328
1979	3,472,209
1976	3,058,009
1973	3,029,074
1974	2,656,918
1972	2,513,952
1980	2,476,777
1975	2,397,417
1981	2,185,489
1971	1,993,186
1969	1,888,812
1970	1,790,177
1968	1,775,601
1966	1,610,450
1965	1,518,426
1967	1,510,289
1964	1,361,772
1963	1,244,224
1950	1,142,307
1962	1,068,725
1948	1,035,174
1951	1,003,850
1949	961,961
1955	957,001
1960	943,485
1959	942,133

NAMEPLATE SALES PER U. S. OUTLET

Per U. S. Outlet

U. S. new-car sales by market class

Subcompact

1981 Position		1980 Position
1—160	VW Rabbit	†
2— 63	Chevette	65— 1
3— 57	Escort	12— 8
4— 50	Horizon/TC3	51— 2
5— 45	Omni/024	44— 3
6— 34	Lynx	7—10
7— 25	Sunbird/J2000	42— 4
8— 20	Spirit	30— 5
9— 18	T1000	....
10— 16	Monza/Cavalier	26— 7
11— 11	EXP	....
12— 7	LN7	....
13— 2	Pinto	27— 6
14— 1	Bobcat	10— 9

†—VW was counted as an import prior to 1981.

Compact

1981 Position		1980 Position
1— 78	Reliant/Volare*	13—15
2— 68	Skylark	58— 2
3— 62	Aries/Aspen*	11—16
4— 29	Citation	65— 1
5— 37	Fairmont	54— 3
5— 37	Concord	39— 5
7— 34	Omega	26— 9
8— 31	Mustang	43— 4
9— 26	Phoenix	31— 6
9— 26	Eagle	19—14
11— 19	Zephyr	31— 6
12— 18	Capri	22—11
13— 17	Camaro	20—13
14— 16	Firebird	26— 9

*—Combined nameplates for year. In 1980, Volare was 8th with 28 sales per dealer; Aspen was 11th with 22 sales per dealer.

Intermediate

1981 Position		1980 Position
1— 83	Cutlass Supreme	79— 1
2— 71	Regal Coupe	66— 2
3— 58	Cutlass	65— 3
4— 42	Regal Sedan	49— 4
4— 42	Grand Prix	37— 6
6— 38	Malibu	46— 5
7— 29	Monte Carlo	29— 7
8— 24	LeMans	27— 8
9— 22	Granada	17—12
10— 17	Cougar	11—15
11— 14	LeBaron (rear-drive)	23—10
11— 14	Thunderbird	24— 9
13— 11	Diplomat	14—14
13— 11	XR-7	19—11
15— 9	Cordoba	16—13
16— 6	Mirada	11—15
17— 4	LeBaron (FWD)	....
18— 2	New Yorker	....
19— 1	Dodge 400	....
19— 1	Cutlass Ciera	....
19— 1	Century (FWD)	....
19— 1	'82 Gran Fury	....
†	Pontiac 6000	....
†	Celebrity	....

†—New nameplate with less than one per dealer sold.

Standard

1981 Position		1980 Position
1— 49	Oldsmobile 88	45— 1
2— 38	Chevrolet	45— 1
3— 28	LeSabre	29— 4
4— 27	Pontiac	33— 3
4— 27	Oldsmobile 98	23— 6
6— 23	Ford	27— 5
7— 20	Mercury	19— 8
8— 19	Electra	21— 7
9— 7	Chrysler	10— 9
10— 3	Gran Fury	15—10
11— 2	St. Regis	6—11

Luxury

1981 Position		1980 Position
1— 87	Cadillac	78— 1
2— 34	Eldorado	32— 2
3— 21	Mark VI	24— 3
4— 20	Lincoln	20— 5
5— 16	Riviera	15— 6
6— 15	Seville	21— 4
7— 12	Toronado	12— 7
8— 11	Imperial	6— 9
9— 9	Cimarron	....
10— 5	Corvette	6— 8
11— 3	Continental/Versailles	3—10

1958-1981

DOMESTIC SALES

Retail sales of U. S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,639
1974	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296

MARKET-CLASS COMPARISONS

(BY MONTH, JANUARY, 1974 - FEBRUARY, 1982 — BY YEAR, 1970 - 1981)

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1974	13.78	22.58	21.05	20.61	3.27	18.71	677,685
	1975	14.43	23.90	20.36	17.47	4.03	19.81	577,035
	1976	11.74	24.84	26.40	18.76	4.84	13.42	678,893
	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
February	1974	13.33	22.38	21.89	22.51	3.10	16.79	681,656
	1975	14.62	26.86	18.39	15.02	3.56	21.55	682,838
	1976	10.54	25.14	26.81	18.70	4.62	14.19	758,249
	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
March	1974	11.44	23.14	22.73	22.92	3.75	16.02	777,830
	1975	10.81	22.80	22.37	17.98	4.33	21.71	668,522
	1976	9.24	25.28	27.48	19.30	4.92	13.78	945,777
	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
April	1974	10.82	24.50	25.24	21.97	3.65	13.82	814,925
	1975	10.03	19.85	24.76	18.83	5.06	21.47	659,197
	1976	9.58	24.58	27.87	19.35	4.92	13.70	913,124
	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
May	1974	10.80	25.67	25.92	20.52	4.11	12.98	880,812
	1975	9.82	22.58	25.55	18.43	5.06	18.56	740,132
	1976	9.58	23.97	28.09	19.84	4.70	13.82	920,427
	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
June	1974	9.59	23.89	27.24	22.57	2.92	13.79	809,103
	1975	11.02	23.15	24.72	17.22	4.35	19.54	769,028
	1976	10.12	24.24	27.50	20.66	4.29	13.19	955,146
	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
July	1974	8.67	22.65	26.89	23.59	3.53	14.67	809,675
	1975	13.93	23.09	23.53	15.78	4.04	19.63	792,117
	1976	10.63	24.20	26.55	19.89	3.97	14.76	864,380
	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
August	1974	9.24	23.39	25.31	21.49	3.03	17.54	809,189
	1975	13.17	23.78	22.43	14.84	3.97	21.81	683,326
	1976	11.75	25.58	24.83	15.24	3.05	19.10	760,909
	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	23.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
September	1974	10.22	22.75	22.49	22.44	3.70	18.40	724,185
	1975	10.49	22.25	25.13	18.14	5.36	18.63	725,496
	1976	10.00	25.32	26.58	15.05	4.79	18.26	803,300
	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	870,901
	1981	18.69	19.33	21.64	10.73	5.15	24.46	686,413
October	1974	9.58	20.75	23.65	23.58	5.48	16.96	755,664
	1975	12.98	22.36	25.65	20.55	5.57	12.89	888,046
	1976	8.09	22.49	29.27	19.15	5.18	15.82	867,416
	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
November	1974	10.23	19.49	24.35	23.43	6.30	16.20	603,259
	1975	13.01	23.15	26.32	20.41	5.45	11.66	741,103
	1976	9.13	22.29	28.25	20.47	5.69	14.17	839,772
	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
December	1974	10.12	20.11	25.21	22.97	6.20	15.39	507,292
	1975	12.95	21.56	25.45	19.81	5.75	14.48	700,743
	1976	8.87	21.31	28.34	22.06	5.52	13.90	806,557
	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
Total for Year	1970	1.82	19.75	23.50	36.76	2.91	15.26	8,396,595
	1971	7.42	15.79	20.84	37.07	3.66	15.22	10,234,027
	1972	8.17	15.34	22.59	35.38	3.76	14.76	10,935,365
	1973	10.74	16.77	23.37	29.80	3.94	15.83	11,427,478
	1974	10.60	22.72	24.41	22.72	3.71	15.85	8,851,265
	1975	12.26	22.92	23.85	17.94	4.74	18.29	8,627,883
	1976	9.90	24.12	27.76	18.80	4.67	14.78	*10,099,573
	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	8,531,531

*—Import yearly total adjusted in each grand total.

Nameplate sales in U. S.

Total industry 1981 vs. 1980

1981 Sales	Nameplate	1980 Sales
1—346,307	Chevette	373,988
2—300,184	Citation	374,706
3—284,907	Escort	60,196
4—266,070	Cutlass Supreme	258,789
5—241,603	Toyota Corolla	257,315
6—211,130	Malibu	267,732
7—210,424	Chevrolet	261,819
8—208,329	Regal Coupe	199,207
9—200,460	Skylark	175,741
10—196,997	Reliant/Volare	104,836
11—187,952	Cutlass	210,784
12—182,909	Fairmont	285,272
13—172,557	Honda Accord	185,977
14—162,445	VW Rabbit	177,140
15—161,158	Monte Carlo	165,638
16—159,939	Datsun 210	180,220
17—158,662	Olds 88	147,997
18—154,985	Mustang	225,290
19—154,698	Honda Civic	138,735
20—152,062	Subaru	142,968
21—149,653	Aries	80,876
22—138,948	Cadillac	126,151
23—128,236	Grand Prix	118,414
24—123,676	Regal Sedan	145,894
25—121,328	Corolla Tercel	99,067
26—120,025	Celica/Supra	162,476
27—113,109	Ford	142,819
28—109,981	Omega	87,262
29—106,996	Granada	88,371
30— 94,606	Camaro	116,824
31— 92,809	Lynx	18,196
32— 88,072	Cavalier/Monza	150,320
33— 84,583	Olds 98	73,464
34— 82,620	Pontiac	105,398
35— 82,285	Phoenix	98,952
36— 82,263	LeSabre	89,429
37— 77,980	Datsun 310	96,204
38— 77,062	Datsun 200SX	92,514
39— 75,884	J2000/Sunbird	132,630
40— 75,377	Horizon	78,823
41— 73,988	Bonneville G/LeMans	77,911
42— 69,775	Thunderbird	127,248
43— 62,800	Datsun 280ZX	71,533
44— 62,195	Mazda GLC	62,593
45— 60,475	Mazda 626	55,281
46— 59,846	Concord	64,991
47— 57,234	Electra	61,792
48— 56,038	Omni	61,240
49— 55,868	T1000	....
50— 54,502	EXP	....
51— 54,389	Eldorado	52,142
52— 53,145	Mercury	52,645
53— 52,188	Firebird	81,592
54— 51,815	TC3	53,971
55— 51,743	024	46,658
56— 50,603	Zephyr	87,032
57— 47,964	Riviera	42,917
58— 47,151	Capri	62,592
59— 46,750	Cougar	31,710
60— 43,450	Honda Prelude	50,676
61— 43,418	Mazda RX-7	43,743
62— 43,221	Eagle	32,641
63— 42,796	Dodge Colt	50,689
64— 42,128	Plymouth Champ	55,474
65— 38,609	Toronado	37,051
66— 37,558	Datsun 510	62,020
67— 36,311	LeBaron (M)	65,519
68— 35,853	Maxima/810	9,440
69— 33,504	Spirit	49,723
70— 32,856	Fiesta	68,595
71— 32,825	Toyota Starlet	6,195
72— 31,902	BMW 320i	25,786
73— 29,733	Mark VI	35,371
74— 29,583	Toyota Cressida	11,628
75— 29,178	Lincoln	30,114
76— 29,039	Corvette	36,507
77— 28,706	XR-7	51,857
78— 27,972	Jetta	10,967
79— 25,598	Diplomat	33,157
80— 23,904	Cordoba	44,908
81— 22,724	Seville	34,709
82— 22,337	Toyota Corona	35,686
83— 19,336	Le Car	22,955
84— 18,368	Volvo DL 4-dr.	13,864
85— 17,610	Audi 5000	16,000
86— 17,080	Chrysler	29,321
87— 17,043	VW Scirocco	22,450
88— 16,292	Mercedes 300SD	14,174
89— 14,612	Mercedes 240D	10,649
90— 14,604	Cimarron	....
91— 13,947	Mirada	27,595
92— 13,688	Mercedes 300D	10,007
93— 13,634	Audi 4000 4-E	10,547
94— 13,326	Sapporo	10,263
95— 12,690	Challenger	12,924
96— 12,081	Rabbit convertible	8,819
97— 11,852	Dasher diesel	23,565
98— 11,570	Fiat Spider	9,735
99— 11,561	Volvo DL wagon	10,308
100— 11,533	Renault R-18	1,735
101— 10,881	VW Vanagon	13,169
102— 10,680	LeBaron (K)	....
103— 10,368	Isuzu diesel	....
104— 10,228	Volvo GL	5,908
105— 10,037	Pinto	142,467
106— 9,359	Volvo DL 2-dr.	12,579
107— 9,248	Peugeot 505 turbodiesel	623
108— 8,523	Nissan Stanza	....
109— 7,998	Mercedes 380 SL	7,287
110— 7,437	Isuzu gasoline	....
111— 7,380	Fiat Brava	7,425
112— 7,377	Saab 900 turbo	4,537
113— 6,873	Fiat Strada	12,257
114— 6,343	Fiat X-1/9	7,628
115— 6,137	Audi 5000 diesel	8,035
116— 5,894	New Yorker	....
117— 5,628	Dodge St. Regis	16,934
118— 5,585	BMW 528i	7,992
119— 5,576	Audi 5000 turbo	3,767
120— 4,919	Continental	4,219
121— 4,649	Imperial	2,497
122— 4,618	Peugeot 505/504 diesel	9,714
123— 4,463	Jaguar XJ-6	2,346
124— 4,243	Triumph TR-7	10,313
125— 4,016	Porsche 911	3,459
126— 4,013	Triumph Spitfire	4,050
127— 3,765	Volvo GLE	6,698
128— 3,452	MG-B	11,824
129— 3,449	Volvo GLT turbo	....
130— 3,448	Audi 4000 5+5	....
131— 3,330	Mercedes 300TD	2,803
132— 3,251	Porsche 924	3,443
133— 3,150	Dodge 400	....
134— 3,018	Saab 900S/GLE	2,978
135— 3,009	DeLorean	....
136— 2,963	Volvo GLT wagon	....
137— 2,882	Cutlass Ciera	....
138— 2,691	Century (FWD)	....
139— 2,553	Audi Coupe	....
140— 2,454	BMW 733i	2,047
141— 2,436	Mercedes 380 SEL	2,777
142— 2,274	Peugeot 505/504	1,268
143— 2,226	Saab 900/900 GLi	1,481
144— 2,169	Bobcat	26,821
145— 2,027	Toyota Land Cruiser	3,058
146— 2,019	Porsche 928	1,466
147— 1,937	Porsche 924 Turbo	1,925
148— 1,756	Dasher gasoline	7,382
149— 1,622	Saab 900S/EMS	1,855
150— 1,562	Audi 4000 S-E	4,134
151— 1,512	Triumph TR-8	576
152— 1,432	Mercedes 300 CD	1,629
153— 1,409	Plymouth	13,682
154— 1,402	Mercedes 380 SLC	1,944
155— 1,361	Celebrity	....
156— 1,325	Pontiac 6000	....
157— 1,214	Alfa Romeo GTV 6	....
158— 1,186	Mercedes 280E	877
159— 1,158	Rolls-Royce	942
160— 1,138	BMW 633 CSi	1,190
161— 1,126	Volvo Coupe	1,349
162— 1,078	Volvo DL diesel	2,502
163— 950	Alfa Romeo Spider Veloce	1,607
164— 781	Rover	481
165— 682	BMW 528e	....
166— 599	Volvo GLT 2-dr.	....
167— 590	Mercedes 280 CE	640
168— 589	Lancia Zagato	606
169— 555	VW Quantum	....
170— 474	Peugeot 604 turbodiesel	....
171— 444	Volvo DL diesel wagon	1,656
172— 418	Lancia Beta Coupe	1,160
173— 322	Volvo GL diesel	....
174— 297	Audi diesel	....
175— 277	Volvo GT	2,107
176— 267	Volvo GLE wagon	1,565
177— 262	Saab 99 GL	2,662
178— 260	MG Midget	1,906
179— 232	Jaguar XJ-S	420
180— 187	Volvo GLT turbo wagon	....
181— 134	Lotus	150
182— 111	Peugeot 604 SL	....
182— 111	Pacer	2,083
184— 110	Volvo GL diesel wagon	....
185— 64	Alfa Sprint Veloce	932
186— 50	Lancia Beta Sedan	216
187— 45	Alfa Sedan auto.	193
188— 33	Beetle convertible	4,575
189— 21	Alfa sedan	265
190— 19	Fiat 128	139
191— 18	Porsche 930 turbo	197
192— 11	Lancia HPE	114
—	Skyhawk	5,388
—	Starfire	5,334
—	LTD II	3,012
—	Peugeot 604	1,202
N.A.	Ferrari	779
—	Renault Gordini	675
—	Jaquar XJ-12	263
11,694	Hawaii (Nissan and Toyota)	11,634
683	Tourist Deliveries	738
252	Miscellaneous	1,117
8,532,823	GRAND TOTAL	8,974,437

MOTOR VEHICLE FACTORY SALES FROM PLANTS IN U. S., CANADA

		PLANTS IN UNITED STATES				PLANTS IN CANADA				
PASSENGER CARS		U. S. Total	Exports to Canada	Other Exports	U. S. Domestic	Canada Total	Exports to U. S.	Other Exports	Canada Domestic	U. S. and Canada Total
12 Months	1980	6,400,026	488,857	70,864	5,840,305	827,124	539,239	86,297	201,588	7,227,150
January	1981	438,561	26,559	4,866	407,136	43,556	29,256	5,437	8,863	482,117
February	1981	475,037	37,701	5,149	432,187	50,610	29,599	7,899	13,112	525,647
March	1981	620,286	49,908	4,892	565,486	81,738	51,499	6,644	23,595	702,024
April	1981	644,604	50,896	5,073	588,635	89,671	55,228	11,803	22,640	734,275
May	1981	670,196	58,107	4,464	607,625	83,402	49,477	11,150	22,775	753,598
June	1981	712,199	56,081	3,758	652,360	92,312	58,977	8,711	24,624	804,511
July	1981	512,723	39,291	1,440	471,992	60,794	37,376	14,399	9,019	573,517
August	1981	344,729	29,995	1,818	312,916	39,610	26,242	6,696	6,672	384,339
September	1981	521,775*	30,508	4,756*	486,511	58,382	40,494	10,894	6,994	580,157*
October	1981	519,548	27,753	5,368	486,427	57,286	45,469	6,755	5,062	576,834
November	1981	425,388	26,067	5,010	394,311	63,486	52,808	4,985	5,693	488,874
December	1981	370,294	21,701	4,804	343,789	51,290	40,005	6,722	4,563	421,584
12 Months	1981	6,255,340	454,567	51,398	5,749,375	772,137	516,430	102,095	153,612	7,027,477
TRUCKS AND BUSES										
12 Months	1980	1,667,283	86,420	117,055	1,463,808	525,968	290,529	47,228	188,211	2,193,251
January	1981	140,236	5,932	8,658	125,646	42,639	24,245	3,377	15,017	182,875
February	1981	135,300	7,024	10,640	117,636	43,503	21,806	4,247	17,450	178,803
March	1981	166,594	10,993	9,199	146,402	51,542	26,495	5,040	20,007	218,136
April	1981	161,779	10,614	8,991	142,174	48,257	23,571	6,459	18,227	210,036
May	1981	159,143	10,891	9,188	139,064	48,527	23,012	7,614	17,901	207,670
June	1981	179,794	10,193	8,550	161,051	52,771	29,519	3,949	19,293	232,565
July	1981	126,716	7,149	8,760	110,807	38,483	19,149	8,346	10,988	165,199
August	1981	86,554	5,183	6,024	75,347	23,111	12,317	5,319	5,475	109,665
September	1981	129,861*	4,902	9,472*	115,487	48,096	32,957	4,088	11,051	177,957*
October	1981	164,955	6,494	6,758	151,703	40,663	29,908	4,182	6,573	205,618
November	1981	122,650	4,965	5,206	112,479	42,574	33,017	4,215	5,342	165,224
December	1981	126,870	4,690	6,836	115,344	34,360	27,650	1,721	4,989	161,230
12 Months	1981	1,700,452	89,030	98,282	1,513,140	514,526	303,646	58,567	152,313	2,214,978
TOTAL MOTOR VEHICLES										
12 Months	1980	8,067,309	575,277	107,919	7,304,113	1,353,092	829,768	133,525	389,799	9,420,401
January	1981	578,797	32,491	13,524	532,782	86,195	53,501	8,814	23,880	664,992
February	1981	610,337	44,725	15,789	549,823	94,113	51,405	12,146	30,562	704,450
March	1981	786,880	60,901	14,091	711,888	133,280	77,994	11,684	43,602	920,160
April	1981	806,383	61,510	14,064	730,809	137,928	78,799	18,262	40,867	944,311
May	1981	829,339	68,998	13,652	746,689	131,929	72,489	18,764	40,676	961,268
June	1981	891,993	66,274	12,308	813,411	145,083	88,496	12,670	43,917	1,037,076
July	1981	639,439	46,440	10,200	582,799	99,277	56,525	22,745	20,007	738,716
August	1981	431,283	35,178	7,842	388,263	62,721	38,559	12,015	12,147	494,004
September	1981	651,636*	35,410	14,228*	601,998	106,478	73,451	14,982	18,045	758,114*
October	1981	684,503	34,247	12,126	638,130	97,949	75,377	10,937	11,635	782,452
November	1981	548,038	31,032	10,216	506,790	106,060	85,825	9,200	11,035	654,098
December	1981	497,164	26,391	11,640	459,133	85,650	67,655	8,443	9,552	582,814
12 Months	1981	7,955,792	543,597	149,680	7,262,515	1,286,663	820,076	160,662	305,925	9,242,455

*—Revised.

Source: Motor Vehicle Manufacturing Assn.

U. S. AUTO SCRAPPAGE SINCE 1950

CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30		Growth of Cars In Use During Period	New Cars Registered 7/1 - 6/30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars of Regis During Period	Scrappage % of Cars in Use on July 1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49,803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2,573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.

(1)—Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

(2)—Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.

Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

Production: Shaky start and abysmal finish result in lowest U. S. total since 1961

By Patricia Hoffman
Staff Writer

While domestic auto production held its own in the second and third quarters of 1981, a sluggish first three months and the worst fourth quarter in 22 years dragged car production down to its lowest point since the recession year of 1961.

The makers wrapped up 1981 with 6,280,045 units, down 2.13 percent from 6,416,885 in the comparable 1980 calendar year, and the lowest yearly output since 5,522,004 units were built in 1961.

Last year began on shaky ground as the auto makers put out only 1,565,531 units in the first quarter, a 12.99 percent decline from previous year's 1,799,171. It was the lowest output for that quarter since 1,300,972 units in 1973.

Production for the second three months fared considerably better with 2,032,219 units, a 23.74 percent gain from 1,642,293 in the same 1980 quarter, and the most for that period since 2,485,124 units were built in 1979.

It was the strong second quarter which helped boost the first six months total to 3,597,750 units, up 4.54 percent from 3,441,464 in the first half of 1980.

In the third quarter, the makers finished 1,373,521 units, up 8.64 percent from 1,264,276 in the comparable period last year, and the highest total for that quarter since 1,651,965 in 1979.

In the final period of 1981, the makers assembled only 1,308,774 units, down 23.51 percent from 1,711,145 completed in the last three months of 1980. It was the lowest fourth-quarter total since 1959 when 1,259,839 units were assembled.

Chrysler Corp., and Ford Motor Co. offered the only gains in production for 1981. Chrysler finished with 749,687 units, up a substantial 17.41 percent from 638,535 in 1980, and Ford completed 1,320,198 units, up 1.01 percent from 1,306,948.

Due to stabilizing gas prices towards the latter part of 1981, production of intermediate and luxury cars rose from that of the comparable 1980 period, as did that of subcompacts.

1980 U. S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	January	February	March	First Quarter	April	May	June	Second Quarter	July	August	September	Third Quarter	October	November	December	Fourth Quarter	Grand Total
AMERICAN MOTORS	7,095	5,715	9,613	22,423	11,957	11,998	14,492	38,447	13,732	4,921	10,252	28,905	9,278	5,232	5,034	19,544	109,319
Spirit	1,991	1,860	3,063	6,914	4,522	4,641	5,721	14,884	5,339	1,059	2,175	8,573	2,224	1,507	1,041	4,772	35,143
Concord	2,278	2,160	3,364	7,802	4,489	5,169	6,737	16,395	6,737	2,875	5,974	15,586	5,141	2,422	2,134	9,697	49,480
SX-4 Eagle	2,826	1,695	3,186	7,707	2,946	2,188	2,034	7,168	1,656	987	2,103	4,746	1,913	1,303	1,859	5,075	24,696
CHRYSLER CORP.	41,725	64,033	86,512	192,270	83,540	74,816	83,784	242,140	71,760	40,916	55,540	168,216	67,354	42,554	37,153	147,061	749,687
Plymouth Total	20,204	32,542	42,539	95,285	41,441	43,119	45,272	129,832	37,234	21,131	26,703	85,068	23,356	15,935	16,365	55,656	365,841
Horizon	7,225	11,249	15,664	34,138	17,475	17,065	15,994	50,534	14,631	10,777	9,880	35,288	7,666	4,130	7,597	19,393	139,353
Reliant	12,266	18,680	22,105	53,051	22,477	26,052	29,278	77,807	22,603	10,354	16,823	49,780	15,690	11,805	8,768	36,263	216,901
Caravelle	224	228	784	1,236	901	2	....	903	....	....	....	....	....	....	....	....	2,139
Gr. Fury	489	2,385	3,986	6,860	588	....	....	588	....	....	....	....	....	....	....	....	7,448
Chrysler Total	3,299	4,924	7,235	15,458	6,587	53	....	6,640	....	25	4,628	4,653	15,434	9,915	5,240	30,589	57,340
LeBaron	2,497	3,325	4,862	10,684	6,499	53	....	6,552	....	25	4,628	4,653	15,434	9,915	5,240	30,589	52,478
Chrysler	802	1,599	2,373	4,774	88	....	....	88	....	....	....	....	....	....	....	....	4,862
Dodge Total	18,222	26,567	36,738	81,527	35,512	31,644	38,512	105,668	34,526	19,760	24,209	78,495	28,564	16,704	15,548	60,816	326,506
Omni	6,327	7,252	12,939	26,518	12,552	12,747	15,197	40,496	18,167	10,723	8,936	37,826	10,079	3,821	7,484	21,384	126,224
Aries	9,964	15,846	16,864	42,674	18,985	18,881	23,315	61,181	16,359	9,023	12,677	38,059	13,294	8,612	6,319	28,225	170,139
Diplomat	1,622	2,429	4,915	8,966	3,662	16	....	3,678	....	....	....	....	....	....	....	....	12,644
Dodge 400	....	....	....	....	....	....	....	....	....	14	2,596	2,610	5,191	4,271	1,745	11,207	13,817
St. Regis	309	1,040	2,020	3,369	313	....	....	313	....	....	....	....	....	....	....	....	3,682
FORD MOTOR	97,698	97,505	130,070	325,273	142,077	144,890	149,930	436,897	75,637	110,450	127,012	313,099	123,620	70,764	50,545	244,929	1,320,198
Ford Division	67,629	67,226	91,115	225,970	98,365	96,770	98,243	293,378	53,163	74,899	87,353	215,415	83,052	41,983	32,245	157,280	892,043
Escort	33,385	32,400	35,555	101,340	29,229	29,062	35,342	93,633	18,395	31,656	39,488	89,539	39,446	17,260	10,217	66,925	351,437
Fairmont	13,880	10,297	18,938	43,115	22,892	23,438	22,248	68,578	10,509	12,189	14,162	36,860	12,242	10,073	5,378	27,693	176,246
Mustang	5,399	10,928	15,726	32,053	17,552	18,145	22,120	57,817	11,414	15,289	14,817	41,520	9,716	5,937	6,676	22,329	153,719
Granada	5,166	4,027	5,763	14,956	11,441	8,462	9,753	29,656	7,556	9,571	14,265	31,392	15,470	5,798	6,430	27,698	103,702
T-Bird	3,025	2,756	7,786	13,567	9,702	8,748	5,297	23,747	5,289	6,194	4,303	15,786	5,292	2,723	3,213	11,228	64,328
Ford	6,774	6,818	7,347	20,939	7,549	8,915	3,483	19,947	....	....	....	....	....	....	....	....	40,886
EXP	....	....	....	....	....	....	....	....	....	....	318	318	884	192	331	1,407	1,725
L-M Division	30,069	30,279	38,955	99,303	43,712	48,120	51,687	143,519	22,474	35,551	39,659	97,684	40,568	28,781	18,300	87,649	428,155
Mercury Total	26,013	26,510	33,085	85,608	36,684	39,965	44,268	120,917	22,474	31,650	33,830	87,954	31,430	22,397	15,664	69,491	363,970
Lynx	10,367	11,461	12,538	34,366	10,650	9,688	13,102	33,440	6,481	11,407	13,022	30,910	10,112	5,440	2,637	18,189	116,905
Capri	1,727	3,083	4,555	9,365	5,622	7,846	8,934	22,402	3,869	4,412	3,289	11,570	2,907	2,100	1,992	6,999	50,336
Zephyr	4,354	3,185	4,784	12,323	5,628	7,908	8,626	22,162	2,833	3,373	2,953	9,159	2,694	2,758	2,772	8,224	51,868
Cougar	2,212	1,904	3,105	7,221	5,595	4,973	5,300	15,868	3,605	3,859	4,844	12,308	6,107	5,109	3,218	14,434	49,831
XR-7	1,645	1,882	2,320	5,847	3,658	4,272	2,528	10,458	2,546	3,273	3,032	8,851	1,857	831	379	3,067	28,223
Mercury	5,708	4,995	5,783	16,486	5,531	5,278	5,778	16,587	3,140	5,326	6,547	15,013	7,239	5,983	4,412	17,634	65,720
LN7	....	....	....	....	....	....	....	....	....	....	143	143	514	176	254	944	1,087
Lincoln Total	4,056	3,769	5,870	13,695	7,028	8,155	7,419	22,602	....	3,901	5,829	9,730	9,138	6,384	2,636	18,158	64,185
Continental	....	....	....	....	....	....	....	....	....	423	2,392	2,815	4,569	3,192	1,318	9,079	11,894
Lincoln	1,747	1,945	2,706	6,398	3,513	4,077	3,711	11,301	....	1,664	1,814	3,478	2,795	1,946	733	5,474	26,651
Mark VI	2,309	1,824	3,164	7,297	3,515	4,078	3,708	11,301	....	1,814	1,623	3,437	1,774	1,246	585	3,605	25,640
GENERAL MOTORS	300,351	298,007	378,828	977,186	398,073	418,021	451,851	1,267,945	340,717	225,819	258,473	825,009	316,225	291,979	251,832	860,036	3,930,176
Buick Division	69,263	74,879	87,730	231,872	91,451	82,651	83,084	257,186	58,663	59,177	51,240	169,080	75,364	56,150	50,314	181,828	839,966
Skyhawk	....	....	....	....	....	....	....	....	....	....	....	....	....	2	4	6	6
Skylark	19,395	21,912	24,096	65,403	22,749	22,678	23,622	69,049	29,122	22,548	5,057	56,727	23,852	12,090	12,054	47,996	239,175
Century	12,958	15,202	17,869	46,029	19,845	10,621	8,748	39,214	1,638	....	37	1,675	3,156	6,081	6,813	16,050	102,968
Regal	18,936	18,337	26,068	63,361	27,947	29,349	28,917	86,213	14,367	21,496	23,076	58,939	24,949	18,245	16,001	59,195	267,708
Buick	13,418	14,204	14,548	42,170	15,462	14,487	16,246	46,195	9,620	14,423	17,088	41,131	18,086	13,301	10,951	42,338	171,834
Riviera	4,556	5,224	5,129	14,909	5,448	5,516	5,551	16,515	3,916	710	5,982	10,608	5,321	6,431	4,491	16,243	58,275
Cadillac Division	25,377	24,664	27,332	77,373	20,642	21,280	30,729	72,651	21,404	5,519	25,353	52,276	19,901	19,379	17,555	56,835	259,135
Cimarron	....	....	....	....	178	706	3,723	4,607	4,370	4,425	4,200	12,995	3,133	1,101	472	4,706	22,308
Seville	2,771	2,579	2,604	7,954	2,597	1,874	2,047	6,518	1,444	291	2,411	4,146	2,521	1,181	1,024	4,726	23,344
Eldorado	5,710	4,995	6,064	16,769	5,906	5,957	6,698	18,561	4,744	647	5,170	10,561	3,715	4,305	3,950	11,970	57,861
Cadillac	16,896	17,090	18,664	52,650	11,961	12,743	18,261	42,965	10,846	156	13,572	24,574	10,532	12,792	12,109	35,433	155,622
Chevrolet Division	104,122	103,976	136,719	344,817	135,229	159,341	177,422	471,992	144,310	100,303	90,038	334,651	109,734	110,031	91,940	311,705	1,463,165
Chevette	15,620	25,869	32,086	73,575	33,783	32,216	34,691	100,690	38,473	30,324	28,802	97,599	32,536	28,960	27,488	88,984	360,848
Cavalier	....	....	51	51	3,312	9,224	13,189	25,725	19,635	19,752	17,992	57,379	23,269	27,279	6,114	56,662	139,817
Celebrity	....	....	....	....	....	....	....	....	....	....	....	....	1,519	9,931	12,383	23,833	23,833
Camaro	7,319	11,593	13,256	32,168	12,128	15,117	19,750	46,995	8,531	....	....	8,531	80	3,412	7,864	11,356	99,050
Citation	25,962	26,318	36,331	88,611	35,129	33,381	38,038	106,548	32,404	24,664	4,327	61,395	15,361	14,034	14,704	44,099	300,653
Malibu	20,555	15,762	27,639	63,956	24,782	31,879	30,031	86,692	12,146	7,839	12,500	32,485	17,011	13,659	9,946	40,616	223,749
Monte Carlo	12,508	7,064	12,520	32,112	13,871	16,751	18,090	48,712	11,452	6,363	9,388	27,203	10,971	10,422	10,479	31,872	139,899
Chevrolet	18,993	14,357	11,486	44,836	10,544	19,192	21,169	50,905	17,364	9,491	15,158	42,013	6,774	1,899	905	9,578	147,332
Corvette	3,165	2,993	3,350	9,508	1,680	1,581	2,464	5,725	4,305	1,870	1,871	8,046	2,213	435	2,057	4,705	27,984
Oldsmobile Division	75,262	70,050	84,865	230,177	97,388	95,110	91,425	283,923	59,877	21,867	52,224	133,968	67,494	54,894	55,084	177,472	825,540
Omega	11,668	11,831	15,436	38,935	14,174	13,664	14,634	42,472	16,478	....	2,694	19,172	10,943	2,619	7,476	21,038	121,617
Cutlass	38,524	32,206	36,227	106,957	49,875	49,918	46,381	146,174	19,286	13,270	20,217	52,773	21,302	18,161	16,273	55,736	361,640
Ciera	....	....	....	....	....	....	....	....	....	....	....	....	4,508	9,030	10,497	24,035	24,035
Oldsmobile	21,431	22,006	28,448	71,885	28,259	26,805	26,009	81,073	20,970	8,202	25,645	54,817	27,268	20,539	18,791	66,598	274,373
Toronado	3,639	4,007	4,754	12,400	5,080	4,723	4,401	14,204	3,143	395	3,668	7,206	3,473	4,545	2,047	10,065	43,875
Pontiac Division	26,327	24,438	42,182	92,947	53,363	59,639	69,191	182,193	56,463	38,953	39,618	135,034	43,732	51,525	36,939	132,196	542,370
Acadian	734	1,835	2,861	5,430	2,520	2,365	2,109	6,994	1,496	1,410	798	3,704	328	935	747	2,010	18,138
J-2000	....	....	388	388	3,636	6,992	11,889	22,517	11,772	13,629	11,415	36,816	10,927	17,292	3,525	31,744	91,465
T-1000	....	....	6,455	6,455	10,879	9,973	10,962	31,814	9,751	9,887	12,287	31,925	6,991	7,432	4,254	18,677	88,871
Firebird	4,428	4,023	4,516	12,967	5,000	8,915	11,529	25,444	5,057	....	....	5,057	....	1,602	3,900	5,502	48,970
Phoenix	8,146	10,643	9,902	28,691	11,646	11,326	11,233	34,205	9,618	7,995	1,301	18,914	5,771	4,480	4,536	14,787	96,597
Grand Prix	6,980	4,750	10,449	22,179	11,164	11,562	12,202	34,928	10,156	2,605	6,888	19,649	7,662	6,963	5,670	20,295	97,051
Bonneville	....	....	....	....	....	....	....	....	....	3,077	6,929	10,006	7,624	6,898	5,648	20,170	30,176
6000	....	....	....	....	....	....	....	....	....	....	....	....	4,429	5,923	8,659	19,011	19,011
LeMans	4,364	2,244	6,714	13,322	6,962	7,088	7,676	21,726	6,979	....	....	6,979	....	....	....	....	42,027
Pontiac	1,675	943	897	3,515	1,556	1,418	1,591	4,565	1,634	350	....	1,984	....	....	....	....	10,064
VOLKSWAGEN	12,823	16,668	18,339	47,830	17,604	16,383	12,363	46,350	16,306	14,780	6,116	37,202	18,195	8,045	10,133	36,373	167,755
CHECKER	170	170	209	549	55	281	104	440	304	448	338	1,090	457	374	....	831	2,910
TOTAL	459,862	482,098	623,571	1,585,531	653,306	666,369	712,524	2,032,219	518,456	397,334	457,731	1,373,521	535,129	418,948	354,697	1,308,774	6,280,045

1981 CROSS BORDER AUTO SHIPMENTS

Company—Division & Makes Names	# Cars Built in Canada for sale in the U.S. in 1981 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1981 Cal. Yr.
AMERICAN MOTORS	25,910	9,953
Spirit	....	4,777
Concord	11,122	3,846
Eagle	14,788	1,330
CHRYSLER CORP.	54,962	77,956
Chrysler Total	34,956	18,578
Cordoba	14,128	....
Horizon	....	10,758
Gran Fury	3,505	638
LeBaron	5,647	6,100
Chrysler	....	1,082
New Yorker	11,676	....
Dodge Total	20,006	59,378
Mirada	7,530	....
Omni	....	11,716
Diplomat	9,236	2,297
St. Regis	....	346
Imperial	3,240	....
Aries	....	19,629
Reliant	....	22,074
Caravelle	....	2,139
D-400	....	1,177
FORD	173,095	103,243
Ford Division	147,201	60,750
Ford	68,571	47
T-Bird	....	6,518
Granada	....	8,387
Fairmont	....	11,722
Escort	1,383	20,012
Pinto	....	....
Mustang	....	14,012
EXP	77,247	52
L-M Division	25,894	42,493
MERCURY TOTAL	25,894	39,891
Marquis	....	8,505
Lynx	223	10,486
XB-7	....	2,738
Cougar	....	6,493
Zephyr	....	5,729
Bobcat	....	....
Caori	....	5,878
LN7	25,671	62
Lincoln Total	....	2,602
Lincoln	....	1,332
Mark VI	....	889
Continental	....	381
GENERAL MOTORS	111,117	200,755
Chevrolet Division	25,230	99,967
Malibu	5,907	9,879
Monte Carlo	13,794	1,861
Celebrity	5,529	1,537
Chevette	....	48,089
Camaro	....	11,816
Citation	....	16,877
Corvette	....	1,493
Cavalier	....	8,415
Oldsmobile Division	85,887	41,020
Cutlass	85,887	1,921
Oldsmobile	....	19,730
Toronado	....	2,929
Omega	....	16,440
Buick Division	....	52,349
Buick	....	11,986
Riviera	....	3,117
Regal	....	9,361
Century	....	8,750
Skylark	....	19,135
Cadillac Division	....	7,419
Cadillac	....	4,477
Eldorado	....	1,439
Seville	....	1,159
Cimarron	....	416
Pontiac Division*		
CHECKER	....	90
VOLVO	2,363	....
TOTAL CARS	367,447	391,997

*The cross border shipment total does not include Pontiac Division. Pontiac refused to provide Automotive News with these figures.

How calendar year output was shared

U. S. CAR PRODUCTION—1981 VS. 1980

	Total Output 1981	Total Pct. of Output	Total Output 1980	Pct. of Total Output	Pct. pt. Change '81 vs. '80
AMC	109,319	1.74	164,765	2.57	— 0.83
Eagle	24,696	0.39	42,158	0.66	— 0.27
Concord	49,480	0.79	68,384	1.06	— 0.27
Spirit	35,143	0.56	54,223	0.85	— 0.29
CHRYSLER	749,687	11.94	638,535	9.95	+ 1.99
Plymouth Total	365,841	5.83	293,100	4.56	+ 1.27
Horizon	139,353	2.22	144,811	2.25	— 0.03
Volare	....	....	51,735	0.81	— 0.81
Gran Fury	7,448	0.12	14,468	0.22	— 0.10
Caravelle	2,139	0.04	6,277	0.10	— 0.06
Reliant	216,901	3.45	75,809	1.18	+ 2.27
Chrysler Total	57,340	0.91	82,440	1.30	— 0.39
Chrysler	4,862	0.08	19,858	0.30	— 0.22
LeBaron	52,478	0.83	62,582	1.00	— 0.17
Dodge Total	326,506	5.20	262,995	4.09	+ 1.11
Omni	126,224	2.01	121,544	1.90	+ 0.11
St. Regis	3,682	0.06	13,181	0.20	— 0.14
Diplomat	12,644	0.20	30,733	0.47	— 0.27
Aspen	....	....	36,881	0.57	— 0.57
Aries	170,139	2.71	60,656	0.95	+ 1.76
Dodge 400	13,817	0.22	....	....	+ 0.22
FORD MOTOR	1,320,198	21.02	1,306,948	20.37	+ 0.65
Ford Division	892,043	14.20	929,627	14.49	— 0.29
Pinto	....	....	68,179	1.06	— 1.06
Mustang	153,719	2.45	232,507	3.62	— 1.17
Fairmont	176,246	2.81	198,219	3.09	— 0.28
Granada	103,702	1.65	113,281	1.77	— 0.12
T-Bird	64,328	1.02	117,856	1.84	— 0.82
Ford	40,886	0.65	91,135	1.42	— 0.77
Escort	351,437	5.59	108,450	1.69	+ 3.90
EXP	1,725	0.03	....	....	+ 0.03
L-M Division	428,155	6.82	377,321	5.88	+ 0.94
Mercury Total	363,970	5.80	324,528	5.06	+ 0.74
Bobcat	....	....	12,445	0.19	— 0.19
Capri	50,336	0.80	68,070	1.06	— 0.26
Zephyr	51,868	0.83	66,657	1.04	— 0.21
Monarch '80	....	....	16,445	0.26	— 0.26
XR-7	28,223	0.45	42,927	0.66	— 0.21
Cougar	49,831	0.79	24,819	0.40	+ 0.39
Mercury	65,720	1.05	55,524	0.87	+ 0.18
Lynx	116,905	1.86	37,641	0.58	+ 1.28
LN7	1,087	0.02	....	....	+ 0.02
Lincoln Total	64,185	1.02	52,793	0.82	+ 0.20
Lincoln	26,651	0.42	2,278	0.36	+ 0.06
Versailles	....	....	1,866	0.02	— 0.02
Mark VI	25,640	0.41	28,146	0.44	— 0.03
Continental	11,894	0.10	....	....	+ 0.19
GENERAL MOTORS	3,930,176	62.58	4,106,191	63.99	— 1.41
Buick Division	839,966	13.37	783,575	12.21	+ 1.16
Skyhawk	6	....	....	....	......
Skylark	239,175	3.81	218,502	3.41	+ 0.40
Century	102,968	1.64	164,941	2.57	— 0.93
Regal	267,708	4.26	205,939	3.21	+ 1.05
Buick	171,834	2.74	149,668	2.23	+ 0.41
Riviera	58,275	0.92	44,525	0.69	+ 0.23
Cadillac Division	259,135	4.13	203,991	3.18	+ 0.95
Seville	23,344	0.37	34,300	0.53	— 0.16
Cadillac	155,622	2.48	115,424	1.80	+ 0.68
Eldorado	57,861	0.92	54,267	0.85	+ 0.07
Cimarron	22,308	0.36	....	....	+ 0.36
Chevrolet Division	1,463,165	23.30	1,760,030	27.43	— 4.13
Chevette	360,848	5.75	454,051	7.07	— 1.32
Monza	....	....	150,548	2.35	— 2.35
Camaro	99,050	1.58	118,211	1.84	— 0.26
Citation	300,653	4.79	459,276	7.16	— 2.37
Malibu	223,749	3.56	273,371	4.26	— 0.70
Monte Carlo	139,899	2.23	125,474	1.96	+ 0.27
Chevrolet	147,332	2.35	134,909	2.10	+ 0.25
Corvette	127,984	0.45	44,190	0.69	— 0.24
Cavalier	139,817	2.22	....	....	+ 2.22
Celebrity	23,833	0.37	....	....	+ 0.37
Oldsmobile Division	825,540	13.14	783,320	12.20	+ 0.94
Omega	121,617	1.94	115,677	1.80	+ 0.14
Cutlass	361,640	5.76	395,784	6.16	— 0.40
Oldsmobile	274,373	4.37	233,845	3.64	+ 0.73
Toronado	43,875	0.69	37,924	0.60	+ 0.09
Cutlass-Ciera	24,035	0.38	....	....	+ 0.38
Pontiac Division	542,370	8.64	575,365	8.97	— 0.33
Acadian	18,138	0.29	18,974	0.30	— 0.01
Sunbird	....	....	149,239	2.33	— 2.33
Phoenix	96,597	1.54	136,180	2.12	— 0.58
Firebird	48,970	0.77	79,568	1.24	— 0.47
LeMans	42,027	0.67	64,864	1.01	— 0.34
Grand Prix	97,051	1.55	76,019	1.18	+ 0.37
Pontiac	10,064	0.16	50,521	0.79	— 0.63
J-2000	91,465	1.46	....	....	+ 1.46
T-1000	88,871	1.42	....	....	+ 1.42
Bonneville-G	30,176	0.48	....	....	+ 0.48
6000	19,011	0.30	....	....	+ 0.30
VOLKSWAGEN	167,755	2.67	197,106	3.07	— 0.40
CHECKER	2,910	0.05	3,340	0.05	......
Total U. S. Cars	6,280,045	100.00	6,416,885	100.00	......

†—Acadians built for sale in Canada only

U. S. CAR MODEL YEAR OUTPUT '81 VS. '80

	1981 Models	Pct. of Output	1980 Models	Pct. of Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	137,125	2.07	199 613	2.81	— 0.74
Eagle	37,429	0.57	46,379	0.65	— 0.08
Concord	55,097	0.83	80,456	1.13	— 0.30
Pacer	....	0.00	1,746	0.02	— 0.02
Spirit	44,599	0.67	71,032	1.00	— 0.33
CHRYSLER CORP.	791,258	11.91	681,406	9.62	+ 2.29
Plymouth Total	393,633	5.93	298,821	4.22	+ 1.71
Horizon	151,415	2.28	162,478	2.29	— 0.01
Volare	....	0.00	109,773	1.55	— 1.55
Gran Fury	8,608	0.13	18,724	0.27	— 0.14
Caravelle	4,327	0.07	7,846	0.11	— 0.04
Reliant	229,283	3.45	....	0.00	+ 3.45
Chrysler Total	56,726	0.85	103,728	1.47	— 0.62
Chrysler	13,236	0.20	29,114	0.41	— 0.21
LeBaron	43,490	0.65	74,614	1.05	— 0.40
Dodge Total	340,899	5.13	278,857	3.93	+ 1.20
Omni	128,116	1.93	138,155	1.95	— 0.02
St. Regis	6,126	0.09	17,068	0.24	— 0.15
Diplomat	25,777	0.39	38,166	0.53	— 0.14
Aspen	....	0.00	85,468	1.20	— 1.20
Aries	180,880	2.72	....	0.00	+ 2.72
FORD MOTOR	1,395,594	21.02	1,373,582	19.38	+ 1.64
Ford Division	950,301	14.31	981,098	13.84	+ 0.47
Pinto	....	0.00	124,720	1.76	— 1.76
Mustang	182,562	2.75	271,322	3.83	— 1.08
Fairmont	160,828	2.42	234,454	3.30	— 0.88
Granada	121,341	1.82	90,429	1.28	+ 0.54
Thunderbird	86,693	1.31	156,803	2.21	— 0.90
Ford	78,150	1.18	103,370	1.46	— 0.28
Escort	320,727	4 83	....	0.00	+ 4.83
L-M Division	445,293	6.71	392,484	5.54	+ 1.17
Mercury Total	375,756	5.66	317,576	4.48	+ 1.18
Bobcat	....	0.00	24,650	0.35	— 0.35
Capri	58,936	0.89	79,984	1.13	— 0.24
Zephyr	52,276	0.79	70,068	0.99	— 0.20
Cougar	53,653	0.81	30,518	0.43	+ 0.38
XR-7	37,275	0.56	58,028	0.82	— 0.26
Mercury	61,638	0.92	54,328	0.76	+ 0.16
Lynx	111,978	1.69	....	0.00	+ 1.69
Lincoln Total	69,537	1.05	74,908	1.06	— 0.01
Lincoln	32,839	0.50	31,233	0.44	+ 0.06
Versailles	....	0.00	4,784	0.07	— 0.07
Mark VI	36,698	0.55	38,891	0.55	0.00
GENERAL MOTORS	4,133,392	62.25	4,605,038	64.99	— 2.74
Buick Division	856,996	12.90	800,166	11.29	+ 1.61
Skyhawk	....	0.00	8,322	0.11	— 0.11
Skylark	262,328	3.95	211,809	2.99	+ 0.96
Century/Regal	384,467	5.79	363,164	5.12	+ 0.67
Buick	158,194	2.38	168,250	2.37	+ 0.01
Riviera	52,007	0.78	48,621	0.68	+ 0.10
Cadillac Division	240,189	3.62	231,028	3.26	+ 0.36
Seville	28,631	0.43	39,344	0.55	— 0.12
Cadillac	150,915	2.28	138,999	1.96	+ 0.32
Eldorado	60,643	0.91	52,685	0.74	+ 0.17
Chevrolet Division	1,673,093	25.20	2,028,106	28.62	— 3.42
Chevette	453,982	6.84	451,549	6.37	+ 0.47
Monza	....	0.00	169,737	2.39	— 2.39
Camaro	126,136	1.89	152,021	2.14	— 0.25
Citation	413,378	6.23	624,220	8.81	— 2.58
Malibu	226,727	3.41	277,575	3.91	— 0.50
Monte Carlo	157,115	2.37	126,006	1.78	+ 0.59
Chevrolet	184,992	2.79	186,384	2.63	+ 0.16
Corvette	45,631	0.69	40,614	0.57	+ 0.12
Cavalier	65,130	0.98	....	0.00	+ 0.98
Oldsmobile Division	873,678	13.16	847,491	11.96	+ 1.20
Starfire	....	0.00	8,237	0.11	— 0.11
Omega	147,918	2.23	134,323	1.89	+ 0.34
Cutlass	414,588	6.24	422,179	5.96	+ 0.28
Oldsmobile	268,568	4.05	239,312	3.37	+ 0.68
Toronado	42,604	0.64	43,440	0.61	+ 0.03
Pontiac Division	489,436	7.37	698,247	9.85	— 2.48
Acadian	20,363	0.30	19,651	0.27	+ 0.03
Sunbird	....	0.00	143,070	2.02	— 2.02
Phoenix	127,869	1.93	178,291	2.51	— 0.58
Firebird	70,899	1.07	107,340	1.51	— 0.44
LeMans	71,948	1.08	61,233	0.86	+ 0.22
Gran Prix	108,344	1.63	114,714	1.62	+ 0.01
Pontiac	19,819	0.30	73,958	1.04	— 0.74
T-1000	70,194	1.06	....	0.00	+ 1.06
VOLKSWAGEN	179,635	2.71	223,267	3.16	— 0.45
CHECKER MOTORS	2,950	0.04	2,574	0.04	0.00
Total Cars, U. S.	6,639,954	100.00	7,085,480	100.00	......

*—Window vans included in truck production for the 1980 model-year.
†—All Acadians built for sale in Canada.

Lineup of U. S., Canadian assembly plants

WHERE '82 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis.	Eagle, SX4, Concord, Spirit, *Alliance

CHRYSLER CORP.

Belvidere, Ill.	Omni, Horizon, 024, TC3
Jefferson (Detroit)	Aries, Reliant, LeBaron, Dodge 400 (4-door)
Newark, Del.	Aries, Reliant
St. Louis	Dodge 400 (2-door), LeBaron

FORD MOTOR CO.

Atlanta	Cougar, Granada, Futura, Zephyr
Chicago	Granada, Cougar
Dearborn	Mustang, Capri
Kansas City	Futura, Zephyr
Lorain, O.	Thunderbird, XR-7
Metuchen (Edison) N. J.	Escort, Lynx
St. Louis	Mercury
San Jose	EXP, LN7, Escort, Lynx
Wayne, Mich.	Escort, Lynx
Wixom, Mich.	Continental, Mark VI, Lincoln Town Car

GENERAL MOTORS

Arlington, Tex.	Malibu, Monte Carlo, Regal
Baltimore, Md.	Malibu, Monte Carlo
Bowling Green	Corvette
Detroit	Cadillac
Doraville, Ga.	Century, Cutlass Ciera
Fairfax, Kan.	Oldsmobile, Buick
Flint	Regal, Buick
Framingham, Mass.	Celebrity, Pontiac 6000
Fremont, Calif.	(Shutdown March 5, 1982)
Janesville, Wis.	(Shutdown Jan. 18, 1982. Will resume late spring with production of the J-2000 and Skyhawk-J)
Lakewood, Ga.	T-1000, Chevette, Acadian
Lansing	Cutlass, Oldsmobile
Leeds, Mo.	J-2000, Skyhawk-J, Firenza
Linden, N. J.	Eldorado, Seville, Toronado, Riviera
Lordstown, O.	Cavalier, J-2000
Norwood, O.	Firebird, Camaro
Oklahoma City	(Closed for model changeover, Jan. 18, 1982. Back sometime late spring)
Pontiac, Mich.	Bonneville-G, Grand Prix
South Gate, Calif.	(Closed March 23, 1982)
Tarrytown, N. Y.	Skylark, Phoenix, Citation
Van Nuys, Calif.	Camaro, Firebird
Willow Run, Mich.	Skylark, Omega
Wilmington, Del.	Chevette, Acadian, T-1000

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	Rabbit

CHECKER MOTORS

Kalamazoo, Mich.	**Checker (cabs)

*Production of the Alliance to begin at Kenosha June 2, 1982.

**Production of Checker Cabs is slated to end July, 1982 at Kalamazoo.

Canada

AMERICAN MOTORS

Brampton, Ont.	Eagle, Concord

CHRYSLER CORP.

Windsor, Ont.	Cordoba, Mirada, Imperial, Gran Fury, Diplomat, Caravelle, New Yorker.

FORD MOTOR

Oakville, Ont.	Ford, LTD
St. Thomas, Ont.	EXP, LN7, Escort, Lynx

GENERAL MOTORS

Oshawa, Ont.	Chevrolet, Pontiac, Celebrity, Pontiac 6000
Ste. Therese, Que.	Cutlass

VOLVO

Halifax, N. S.	Volvo

U. S. CALENDAR YEAR OUTPUT

BY SIZE CLASSIFICATION

SUBCOMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	360,848	Chevette	454,051	1
2	351,437	Escort	108,450	7
3	167,755	Rabbit	197,106	2
4	139,817	Cavalier	....	....
5	139,353	Horizon	144,811	5
6	126,224	Omni	121,544	6
7	116,905	Lynx	37,641	10
8	91,465	J-2000	....	....
9	88,871	T-1000	....	....
10	35,143	Spirit	54,223	9
11	18,138	Acadian	18,974	11
12	17,421	Eagle SX-4	——	—
13	1,725	EXP	——	—
14	1,087	LN7	——	—
15	6	Skyhawk	——	—
—	——	Monza	150,548	3
—	——	Sunbird	149,239	4
—	——	Pinto	68,179	8
—	——	Bobcat	12,445	12
	1,656,195	TOTAL	1,517,211	

COMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	300,653	Citation	459,276	1
2	239,175	Skylark	218,502	3
3	216,901	Reliant	75,809	10
4	176,246	Fairmont	198,219	4
5	170,139	Aries	60,656	14
6	153,719	Mustang	232,507	2
7	121,617	Omega	115,677	7
8	99,050	Camaro	118,211	6
9	96,597	Phoenix	136,180	5
10	51,868	Zephyr	66,657	13
11	50,336	Capri	68,070	12
12	49,480	Concord	68,384	11
13	48,970	Firebird	79,568	9
14	7,275	Eagle	42,158	16
—	——	Granada	113,281	8
—	——	Volare	51,735	15
—	——	Aspen	36,881	17
—	——	Monarch	16,445	18
	1,782,026	TOTAL	2,158,216	

INTERMEDIATES

1981	1981 Total	Make	1980 Total	1980 Position
1	361,640	Cutlass	395,784	1
2	267,708	Regal	205,939	3
3	223,749	Malibu	273,371	2
4	139,899	Monte Carlo	125,474	5
5	103,702	Granada	——	—
6	102,968	Century	164,941	4
7	97,051	Grand Prix	76,019	7
8	64,328	T-Bird	117,856	6
9	52,478	LeBaron	62,582	9
10	49,831	Cougar	24,819	12
11	42,027	LeMans	64,864	8
12	30,176	Bonneville	——	—
13	28,223	XR-7	42,927	10
14	24,035	C-Ciera	——	—
15	23,833	Celebrity	——	—
16	19,011	6000	——	—
17	13,817	Dodge 400	——	—
18	12,644	Diplomat	30,733	11
19	2,139	Caravelle	6,277	13
	1,659,259	TOTAL	1,591,586	

STANDARDS

1981	1981 Total	Make	1980 Total	1980 Position
1	274,373	Oldsmobile	233,845	1
2	171,834	Buick	149,368	2
3	147,332	Chevrolet	134,909	3
4	65,720	Mercury	55,524	5
5	40,886	Ford	91,135	4
6	10,064	Pontiac	50,521	6
7	7,448	Gran Fury	14,468	8
8	4,862	Chrysler	19,858	7
9	3,682	St. Regis	13,181	9
10	2,910	Checker	3,340	10
	729,111	TOTAL	766,449	

LUXURY

1981	1981 Total	Make	1980 Total	1980 Position
1	155,622	Cadillac	115,424	1
2	58,275	Riviera	44,525	3
3	57,861	Eldorado	54,267	2
4	43,875	Toronado	37,924	5
5	27,984	Corvette	44,190	4
6	26,651	Lincoln	22,781	8
7	25,640	Mark VI	28,146	7
8	23,344	Seville	34,300	6
9	22,308	Cimarron	——	—
10	11,894	Continental	——	—
—	——	Versailles	1,866	9
	453,454	TOTAL	383,423	
	6,280,045	GRAND TOTAL	6,416,885	

Lineup of U. S., Canadian assembly plants

WHERE '82 TRUCKS ARE BUILT

United States

GENERAL MOTORS

Arlington, Tex.	light Chevrolet and GMC trucks
Detroit	light Chevrolet and sport utility vehicles
Flint	light Chevrolet and GMC trucks, sport utility vehicles
Janesville, Wis.	light Chevrolet and GMC trucks
Lordstown, O.	Chevrolet and GMC vans
Moraine, O.	light Chevrolet and GMC trucks
Pontiac	light, medium and heavy duty GMC and Chevrolet trucks, buses
Shreveport	light Chevrolet and GMC trucks
St. Louis	light Chevrolet and GMC trucks

CHRYSLER CORP.

Belvidere Ill.	light duty Dodge
Warren, Mich.	light duty, Dodge, sport utility vehicles

FORD MOTOR

Kansas City	light trucks, super cabs
Kentucky	medium, heavy and extra heavy trucks
Lorain, O.	vans
Louisville, Ky.	light trucks
Norfolk, Va.	light trucks
Ohio	vans
Michigan	light trucks, sports utility vehicles
Twin Cities, Minn.	light trucks
San Jose	light trucks

INTERNATIONAL HARVESTER

Fort Wayne	heavy trucks
Springfield, O.	medium and heavy trucks, buses

MACK

Allentown, Pa.	heavy Mack trucks
Hayward, Calif.	heavy Mack trucks
Macungie, Pa.	heavy Mack trucks

JEEP

Toledo, O.	Jeep vehicles

AM GENERAL

South Bend	military and postal vehicles

VOLKSWAGEN OF AMERICA

Westmoreland, Pa.	light trucks

Canada

CHRYSLER

Windsor, Ont.	vans

FORD

Oakville, Ont.	light and medium duty trucks

GENERAL MOTORS

Oshawa, Ont.	light Chevrolet and GMC trucks
Scarborough, Ont.	Chevrolet and GMC vans
London, Ont.	buses

INTERNATIONAL HARVESTER

Chatham, Ont.	buses, medium trucks
Vancouver, B. C.	heavy, off-highway trucks

MACK

Oakville, Ont.	heavy trucks

1981 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

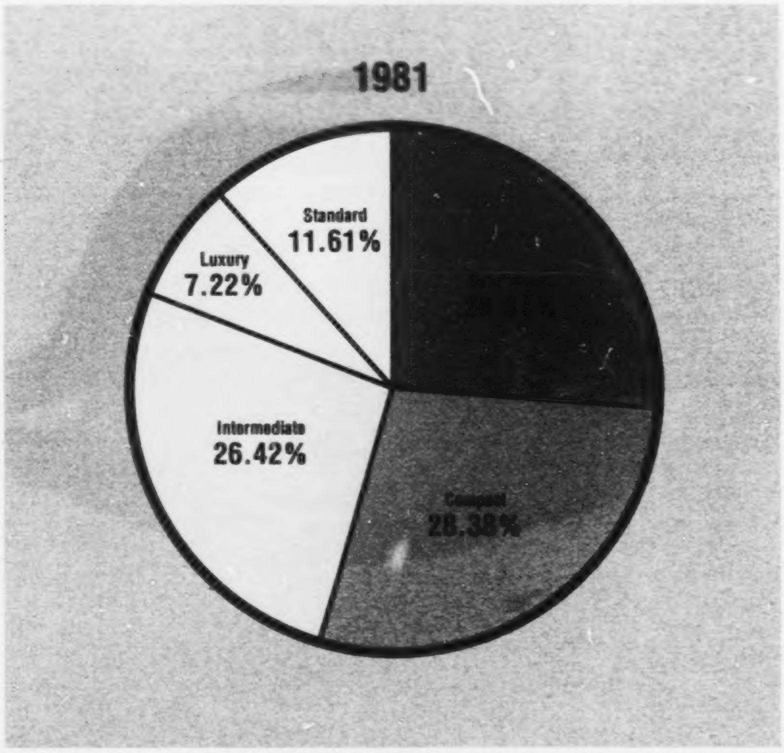
COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
FORD	4,157	6,216	23,478	33,851	29,635	28,316	32,229	90,180	12,613	3,713	9,543	25,869	14,090	15,272	12,666	42,028	191,928
Escort	......	......	......	......	......	......	......	......	......	......	......	......	......	......	1,713	1,713	1,713
Mustang	198	408	288	894	384	816	1,584	2,784	816	......	12	828	......	......	......	......	4,506
Fairmont	72	......	......	72	......	......	......	......	......	......	......	......	......	......	......	......	72
Granada	......	......	......	......	......	......	......	......	......	......	50	50	514	596	623	1,733	1,783
Ford	3,263	3,300	5,089	11,652	7,105	6,781	8,561	22,447	2,526	3,262	7,865	13,653	12,551	9,468	5,391	27,410	75,162
Lynx	......	......	......	......	......	......	......	......	......	......	......	......	......	......	431	431	431
Zephyr	624	48	912	1,584	2,328	1,152	1,464	4,944	1,416	451	826	2,693	290	......	......	290	9,511
Cougar	......	......	......	......	84	288	960	1,332	384	......	790	1,174	729	568	184	1,481	3,987
Marquis	......	......	......	......	......	......	......	......	......	......	......	......	6	72	......	78	78
EXP	......	2,282	12,716	14,998	15,410	15,537	15,074	46,021	5,164	......	......	5,164	......	2,843	2,848	5,691	71,874
LN7	......	178	4,473	4,651	4,324	3,742	4,586	12,652	2,307	......	......	2,307	......	1,725	1,476	3,201	22,811
AMC	2,370	2,411	3,047	7,828	3,014	3,125	3,440	9,579	3,252	1,811	3,290	8,353	2,930	3,888	1,957	8,775	34,535
Eagle	938	983	1,156	3,077	890	2,008	2,852	5,750	321	1,204	2,531	4,056	2,598	2,794	1,444	6,836	19,719
Concord	1,432	1,428	1,891	4,751	2,124	1,117	588	3,829	2,931	607	759	4,297	332	1,094	513	1,939	14,816
CHRYSLER	......	3,538	1,818	5,356	4,817	2,237	8,743	15,797	8,779	7,353	8,808	24,940	5,688	8,112	9,256	23,056	69,149
Cordoba	......	2,016	1,294	3,310	3,056	1,208	1,746	6,010	1,679	2,040	2,811	6,530	1,056	1,297	1,290	3,643	19,493
Mirada	......	1,048	463	1,511	1,544	914	803	3,261	562	1,236	1,286	3,084	733	609	564	1,906	9,762
Imperial	......	474	61	535	217	115	255	587	524	398	358	1,280	375	537	152	1,064	3,466
LeBaron	......	......	......	......	......	......	2,866	2,866	3,731	......	......	3,731	......	......	......	......	6,597
Caravelle	......	......	......	......	......	......	715	715	359	273	98	730	93	95	271	459	1,904
Diplomat	......	......	......	......	......	......	2,358	2,358	1,924	1,714	1,330	4,968	828	1,214	1,436	3,478	10,804
Gran Fury	......	......	......	......	......	......	......	......	......	308	812	1,120	701	723	1,269	2,693	3,813
New Yorker	......	......	......	......	......	......	......	......	......	1,384	2,113	3,497	1,902	3,637	4,274	9,813	13,310
G.M.	39,276	39,509	56,139	134,924	55,882	50,696	56,031	162,609	33,828	5,914	104	39,846	36,392	37,695	26,156	100,243	437,622
Chevrolet	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Pontiac	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Monte Carlo	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Malibu	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
LeMans	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Grand Prix	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cutlass	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
VOLVO	889	855	990	2,734	945	900	989	2,834	990	224	945	2,159	945	900	764	2,609	10,336
TOTAL	46,692	52,529	85,472	184,693	94,293	85,274	101,432	280,999	59,462	19,015	22,690	101,167	60,045	65,867	50,799	176,711	743,57

U. S. VAN AND LIGHT TRUCK PRODUCTION

'81 vs. '80

	Total Output 1981	Pct. of 1981 Output	Total Output 1980	Pct. of 1980 Output	Pct. Pt. Change '81 vs. '80
CHEVROLET	548,379	34.46	492,209	33.58	+ 0.88
Blazer	25,274	1.59	21,109	1.44	+ 0.15
El Camino	30,185	1.90	41,777	2.85	− 0.95
Pickups	403,867	25.38	374,660	25.56	− 0.18
Sportvan	63,307	3.98	30,567	2.09	+ 1.89
Suburban	25,696	1.61	24,096	1.64	− 0.03
CHRYSLER	98,240	6.17	118,959	8.11	− 1.94
Ramcharger	4,436	0.28	4,538	0.31	− 0.03
Trail Duster	263	0.02	1,381	0.09	− 0.07
Pickups	88,886	5.58	83,874	5.72	− 0.14
Rampage	4,655	0.29	......	......	+ 0.29
Ram Wagon	......	......	13,160	0.90	− 0.90
Sportsman	......	......	10,208	0.70	− 0.70
Utility Vans	......	......	2,986	0.20	− 0.20
Voyager	......	......	2,812	0.19	− 0.19
FORD	679,445	42.70	637,250	43.47	− 0.77
Bronco	38,268	2.41	33,253	2.27	+ 0.14
Club Wagon	27,532	1.73	18,857	1.29	+ 0.44
Econoline	123,794	7.78	69,473	4.74	+ 3.04
Pickups	489,851	30.78	515,667	35.17	− 4.39
Ranchero	......		......	......	
GMC	135,650	8.52	126,245	8.61	− 0.09
Jimmy	6,832	0.43	5,534	0.38	+ 0.05
Caballero	3,837	0.24	4,662	0.32	− 0.08
Suburban	14,388	0.90	13,597	0.93	− 0.03
Pickups	100,189	6.30	96,500	6.58	− 0.28
Vandura/Rally Vans	10,404	0.65	5,952	0.40	+ 0.25
AMC-JEEP	92,248	5.80	62,841	4.29	+ 1.51
Cherokee	6,321	0.40	7,614	0.52	− 0.12
CJ	64,138	4.03	37,907	2.59	+ 1.44
Pickups	8,048	0.51	6,839	0.47	+ 0.04
Wagoneer	13,741	0.86	10,481	0.71	+ 0.15
VOLKSWAGEN	37,392	2.35	28,390	1.94	+ 0.41
Pickups	37,392	2.35	28,390	1.94	+ 0.41
TOTAL	1,591,354	100.00	1,465,894	100.00	

U.S. PRODUCTION SHARES BY SIZE CLASS



1981 TRUCKS — U. S. PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chevrolet	60,028	47,079	52,548	159,655	49,890	50,813	61,117	161,820	37,520	8,639	31,190	77,349	54,175	48,961	46,419	149,555	548,379
Dodge	5,148	4,991	8,292	18,431	9,716	10,858	11,767	32,341	7,154	7,656	4,664	19,474	8,848	8,174	10,972	27,994	98,240
Ford	39,935	45,447	64,248	149,630	61,672	62,232	67,907	191,811	40,127	44,811	61,704	146,642	63,032	36,631	29,629	129,292	617,375
GMC	19,215	17,185	16,904	53,304	12,379	15,643	18,042	46,064	12,842	5,092	9,563	27,497	16,866	13,513	16,007	46,386	173,251
International	6,854	4,999	7,496	19,349	6,281	4,890	7,420	18,591	2,427	6,759	6,024	15,210	4,444	3,220	2,047	9,711	62,861
Jeep	8,616	6,175	8,666	23,457	6,359	8,487	11,008	25,854	10,877	8,422	8,631	27,930	5,716	4,039	5,252	15,007	92,248
AM General *	340*	340*	425*	1,105*	373*	378*	396*	1,147	334*	210*	220*	764*	220*	210*	170*	600*	3,616*
Miscellaneous *	3,700*	4,800*	6,000*	14,500*	5,940*	5,880*	6,160*	17,980*	6,440*	5,880*	6,160*	18,480*	6,160*	5,880*	4,760*	16,800*	67,760
Volkswagen	3,077	4,113	4,519	11,709	4,324	4,056	3,040	11,420	4,212	3,869	979	9,060	2,596	1,147	1,460	5,203	37,392
Total Trucks U. S.	146,913	135,129	169,098	451,140	156,934	163,237	186,857	507,028	121,933	91,338	129,135	342,406	162,057	121,775	116,716	400,548	1,701,122

*The actual figures for AM General and miscellaneous trucks were not reported in 1981. These figures have been estimated by Automotive News. Mack Truck figures were not available for 1981 calendar year and therefore have been dropped from the chart.

1981 TRUCKS — CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
Chrysler Corp.	2,841	5,096	7,476	15,413	7,829	8,270	9,752	25,851	5,001	9,190	7,383	21,574	7,682	8,045	6,862	22,589	85,427
Ford Motor	33,292	26,278	30,806	90,376	29,114	30,460	30,596	90,170	17,192	6,534	22,566	46,292	16,770	18,652	16,550	51,972	278,810
General Motors	20,555	25,338	27,858	73,751	24,285	25,158	29,487	78,930	21,448	36	......	21,484	25,549	24,194	18,367	68,110	242,275
International	1,110	1,002	1,077	3,189	1,038	949	1,097	3,084	341	1,056	952	2,349	945	757	428	2,130	10,752
TOTAL	57,798	57,714	67,217	182,729	62,266	64,837	70,932	198,035	43,982	16,816	30,901	91,699	50,946	51,646	42,207	144,801	617,264

*Mack and White no longer supply figures.

U. S. CAR OUTPUT BY CALENDAR YEAR

1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	6,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471

U. S. CAR OUTPUT BY MODEL YEAR

1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,049
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

U. S. AUTO PRODUCTION BY MONTHS

	1977	1978	1979	1980	1981
January	712,548	688,096	786,839	531,670	459,862
February	700,399	689,355	738,808	624,301	482,098
March	936,870	905,041	889,775	643,200	623,571
April	819,154	875,652	723,248	580,855	653,306
May	880,640	929,094	935,198	527,353	666,389
June	956,064	872,012	826,678	534,085	712,524
July	694,436	524,766	583,765	417,038	518,456
August	514,643	512,073	445,349	312,758	397,334
September	757,266	741,768	622,851	534,480	457,731
October	876,044	915,978	783,843	675,001	535,129
November	792,743	862,127	627,346	562,380	418,948
December	652,867	637,336	454,669	473,764	354,697
Yearly Totals	9,293,674	9,153,298	8,418,369	6,416,885	6,280,045

Breakdown by states, '81 vs. '80

Geographical trends in U. S. car output

	Total Output 1981	Pct. of Output 1981	Overall Pos. 1981	Total Output 1980	Pct. of Output 1980	Overall Pos. 1980	Pct. Pt. Change '81 vs. '80
Michigan	1,867,175	32.44	1	1,731,830	26.99	1	+ 5.45
Delaware	439,094	7.63	2	430,067	6.70	4	+ 0.93
Georgia	393,233	6.83	3	439,939	6.86	3	— 0.03
Illinois	382,895	6.65	4	363,146	5.66	7	+ 0.99
New Jersey	379,314	6.59	5	399,488	6.23	5	+ 0.36
Missouri	275,804	4.79	6	370,783	5.78	6	— 0.99
California	260,238	4.52	7	261,242	4.07	12	+ 0.45
Kansas	256,585	4.46	8	312,849	4.88	9	— 0.42
Wisconsin	253,104	4.40	9	285,929	4.46	11	— 0.06
Texas	233,480	4.06	10	187,314	2.92	14	+ 1.14
Ohio	216,086	3.75	11	501,278	7.81	2	— 4.06
Oklahoma	209,291	3.64	12	329,201	5.13	8	— 1.49
New York	198,471	3.45	13	287,491	4.48	10	— 1.03
Pennsylvania	167,755	2.91	14	197,106	3.07	13	— 0.16
Massachusetts	93,386	1.62	15	157,561	2.45	15	— 0.83
Maryland	89,016	1.55	16	104,192	1.62	16	— 0.07
Kentucky	40,886	0.71	17	57,469	0.89	17	— 0.18
*TOTALS	5,755,813	100.00		6,416,885	100.00		

*Total does not include Pontiac figures. Pontiac refused to provide figures based on geographical locations.

RV SHIPMENTS

1981**
(Total shipments, 239,100)

Travel trailers	63,800
Truck campers	5,100
Fold-down camping trailers	35,000
Motor homes	35,400
Multi-use vehicles	99,800

1980**
(Total shipments, 181,400)

Travel trailers	51,900
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	71,400

1979**
(Total shipments, 303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1978**
(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

**—Pickup covers no longer included in RVIA shipments.

1977
(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1976
(Total shipments—656,300)

Travel Trailers	189,700
Truck Campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1975
(Total Shipments—552,100)

Travel Trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1974
(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1973
(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1972
(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	105,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

1971
(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1970
(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreational Vehicle Industry Assn.

Calendar years compared

CANADIAN OUTPUT SHARES, '81 VS. '80

CARS

	Total Output 1931	Pct. of 1981 Output	Total Output 1980	Pct. of 1980 Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	34,535	4.65	3,077	0.36	+ 4.29
Eagle	19,719	2.65	1,267	0.15	+ 2.50
Concord	14,816	2.00	1,810	0.21	+ 1.79
CHRYSLER	69,149	9.30	71,530	8.45	+ 0.85
Cordoba	19,493	2.62	38,685	4.57	− 1.95
Mirada	9,762	1.31	26,604	3.14	− 1.83
Imperial	3,466	0.47	6,241	0.74	− 0.27
LeBaron	6,597	0.89	......	......	+ 0.89
Caravelle	1,904	0.26	......	......	+ 0.26
Diplomat	10,804	1.45	......	......	+ 1.45
Gran Fury	3,813	0.51	......	......	+ 0.51
New Yorker	13,310	1.79	......	......	+ 1.79
Chrysler	......	......	......	......	......
FORD	191,928	25.81	249,876	29.51	− 3.70
Escort	1,713	0.23	......	......	+ 0.23
Mustang	4,506	0.61	12	0.01	+ 0.60
Fairmont	72	0.01	104,359	12.32	−12.31
Granada	1,783	0.24	......	......	+ 0.24
Ford	75,162	10.11	39,394	4.65	+ 5.46
Lynx	431	0.06	......	......	+ 0.06
Zephyr	9,511	1.28	53,769	6.35	− 5.07
Cougar	3,987	0.53	......	......	+ 0.53
Marquis	78	0.01	......	......	+ 0.01
EXP	71,874	9.66	......	......	+ 9.66
LN7	22,811	3.07	......	......	+ 3.07
Pinto	......	......	38,022	4.49	− 4.49
Bobcat	......	......	9,640	1.14	− 1.14
Mark VI	......	......	4,680	0.55	− 0.55
GENERAL MOTORS	437,622	58.85	512,330	60.50	− 1.65
Chevrolet	NA	NA	109,996	12.99	NA
Pontiac	NA	NA	69,174	8.17	NA
Monte Carlo	NA	NA	46,317	5.47	NA
Malibu	NA	NA	94,885	11.21	NA
LeMans	NA	NA	33,262	3.93	NA
Cutlass	NA	NA	112,480	13.28	NA
Grand Prix	NA	NA	46,216	5.45	NA
VOLVO	10,336	1.39	9,964	1.18	+ 0.21
TOTAL	743,570	100.00	846,777	100.00	

TRUCKS

	Total Output 1931	Pct. of 1981 Output	Total Output 1980	Pct. of 1980 Output	Pct. Pt. Change '81 vs. '80
AMERICAN MOTORS	......	......	11,753	2.23	− 2.23
CHRYSLER	85,427	13.84	52,917	10.05	+ 3.79
GENERAL MOTORS	242,275	39.25	254,640	48.39	− 9.14
FORD	278,810	45.17	186,111	35.36	+ 9.81
INTERNATIONAL	10,752	1.74	16,039	3.05	− 1.31
MACK*	......	......	2,081	0.40	− 0.40
WHITE*	......	......	2,736	0.52	− 0.52
TOTALS	617,264	100.00	526,277	100.00	

*Canadian Truck total does not include Mack and White. These figures are no longer reported to Automotive News.

MODEL RUN OUTPUT IN U. S.

BY SIZE CLASSIFICATION

SUBCOMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	453,982	Chevette	451,549	1
2	320,727	Escort	....	....
3	179,635	Rabbit	223,267	2
4	151,415	Horizon	162,478	4
5	128,116	Omni	138,155	6
6	111,978	Lynx	....	....
7	70,194	T-1000	....	....
8	65,130	Cavalier	....	....
9	44,599	Spirit	71,032	8
10	22,943	SX-4	....	....
11	20,363	Acadian	19,651	10
—	———	Monza	169,737	3
—	———	Sunbird	143,070	5
—	———	Pinto	124,720	7
—	———	Bobcat	24,650	9
—	———	Skyhawk	8,322	11
—	———	Starfire	8,237	12
	1,569,082	TOTAL	1,544,868	

COMPACTS

1981	1981 Total	Make	1980 Total	1980 Position
1	413,378	Citation	624,220	1
2	262,328	Skylark	211,809	4
3	229,283	Reliant	....	....
4	182,562	Mustang	271,322	2
5	180,880	Aries	....	....
6	160,828	Fairmont	234,454	3
7	147,918	Omega	134,323	7
8	127,869	Phoenix	178,291	5
9	126,138	Camaro	152,021	6
10	70,899	Firebird	107,340	9
11	58,936	Capri	79,984	13
12	55,097	Concord	80,456	12
13	52,276	Zephyr	70,068	14
14	14,486	Eagle	46,379	15
—	———	Volare	109,773	8
—	———	Granada	90,429	10
—	———	Aspen	85,468	11
—	———	Monarch	30,518	16
—	———	Pacer	1,746	17
	2,082,878	TOTAL	2,508,601	

INTERMEDIATES

1981	1981 Total	Make	1980 Total	1980 Position
1	414,588	Cutlass	422,179	1
2	384,467	Regal	363,164	2
3	226,727	Malibu	277,575	3
4	157,115	Monte Carlo	126,006	5
5	121,341	Granada	....	....
6	108,344	Gran Prix	114,714	6
7	86,693	T-Bird	156,803	4
8	71,948	LeMans	61,223	8
9	53,653	Cougar	58,028	9
10	43,490	LeBaron	74,614	7
11	37,275	XR-7	....	....
12	25,777	Diplomat	38,166	10
13	4,327	Caravelle	7,846	11
	1,735,745	TOTAL	1,700,318	

STANDARDS

1981	1981 Total	Make	1980 Total	1980 Position
1	268,568	Oldsmobile	239,312	1
2	184,992	Chevrolet	186,384	2
3	158,194	Buick	168,250	3
4	78,150	Ford	103,370	4
5	61,638	Mercury	54,328	6
6	19,819	Pontiac	73,958	5
7	13,236	Chrysler	29,114	7
8	8,608	Grand Fury	18,724	8
9	6,126	St. Regis	17,068	9
10	2,950	Checker	2,574	10
	802,281	TOTAL	893,082	

LUXURY

1981	1981 Total	Make	1980 Total	1980 Position
1	150,915	Cadillac	138,999	1
2	60,643	Eldorado	52,685	2
3	52,007	Riviera	48,621	3
4	45,631	Corvette	40,614	5
5	42,604	Toronado	43,440	4
6	36,698	Mark VI	38,891	7
7	32,839	Lincoln	31,233	8
8	28,631	Seville	39,344	6
	449,968	Versailles	4,784	9
	6,639,954	TOTAL	438,611	
		GRAND TOTAL	7,085,480	

SALES OUTLETS FOR TRUCKS

Retail Outlets*

	Jan 1, 1982	‡ Jan 1, 1981
Chevrolet	5,431	5,680
Dodge	2,611	2,628
Ford	4,928	5,162
Freightliner	183	192
International	1,197	1,419
IVECO (Magirus)	204	136
Jeep	1,716	1,825
Kenworth**	130	130
Mack	245	243
Mercedes	170	166
Peterbilt	89	84
GMC	2,556	2,614
Plymouth**	2,537	2,482
Volvo	121	123
White†	180	246
FWD	62	64
Miscellaneous	292	317
Private outlets	22,445	23,262
Factory outlets	207	249
TOTALS	22,652	23,511
Adjustment for multiple franchising	2,593	2,649
NET TOTALS	20,059	20,862

*—Retail outlets include dealerships, distributorships and factory-owned outlets.

**—Kenworth totals are estimates. Plymouth trucks are the Voyager wagon, Trail Duster sports/utility vehicle and Arrow compact pickup.

†—White includes Autocar and Western Star.

‡—Revised.

Compact pickups could help a lot

Truck sales outlook iffy

By Jack Walsh
Truck & RV Editor

In spite of the persistent economic slump, total new-truck sales in the U. S. in 1982 could show a significant gain over last year, with light trucks—especially the all-new domestic compact pickups—leading the way.

Close to 700,000 units were retailed in the first quarter, and if this trend continues, the final count should be approximately 2.8 million vehicles. This would be almost 25 percent higher than last year's 2.25 million, and would be the best year since 1979.

Big-truck sales, however, are expected to remain flat most of 1982, with brightening prospects of a return to more nearly normal sales levels in 1983.

U. S. TRUCK REGISTRATIONS

1981 vs. 1980★

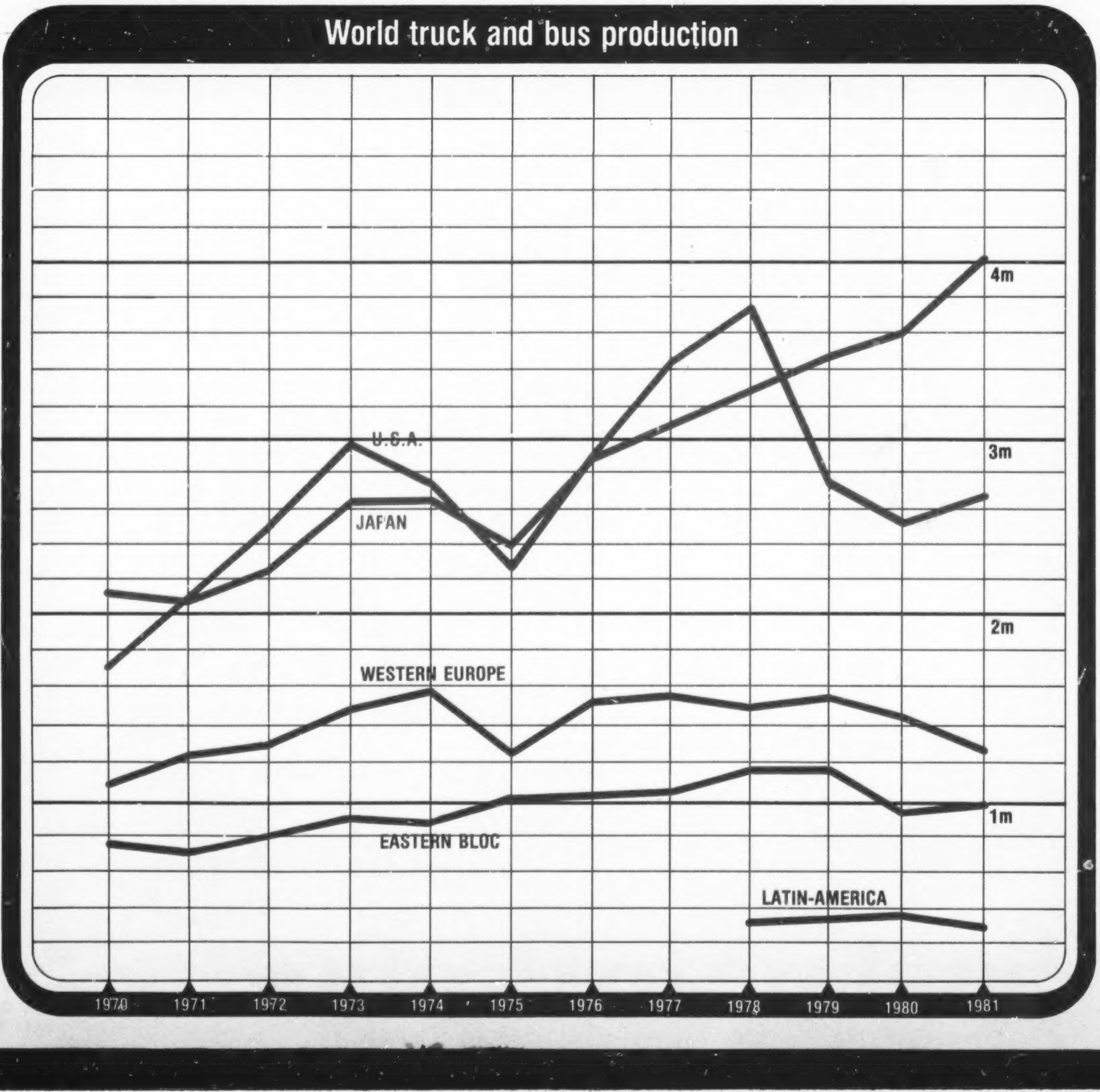
Based on R. L. Polk & Co. statistical report

Make	1981	Percent Share of '81 market	1980	Percent Share of '80 market	Pct. pt. Change, '81-'80
Ford	697,213	31.90	784,132	31.66	+ 0.24
Chevrolet	650,460	29.76	737,788	29.79	— 0.03
Dodge	166,363	7.61	228,500	9.23	— 1.62
GMC	160,703	7.35	181,252	7.32	+ 0.03
International	61,792	2.83	74,484	3.01	— 0.18
Jeep	58,257	2.67	81,923	3.31	— 0.64
Mack	19,698	0.90	21,743	0.88	+ 0.02
Plymouth*	14,976	0.69	28,329	1.14	— 0.45
Kenworth	10,379	0.47	11,163	0.45	+ 0.02
Freightliner	9,095	0.42	10,465	0.42	......
Peterbilt	6,654	0.30	7,008	0.28	+ 0.02
White	2,857	0.13	4,974	0.20	— 0.07
Volvo	1,644	0.08	1,008	0.04	+ 0.04
Autocar	1,125	0.05	1,550	0.06	— 0.01
Western Star	780	0.04	1,140	0.05	— 0.01
Diamond Reo	88	....	95	....	......
Misc.**	323,405	14.80	301,223	12.16	+ 2.64
TOTALS	2,185,489	100.00	2,476,777	100.00	......

★—No registrations for Oklahoma, 1981 and 1980.

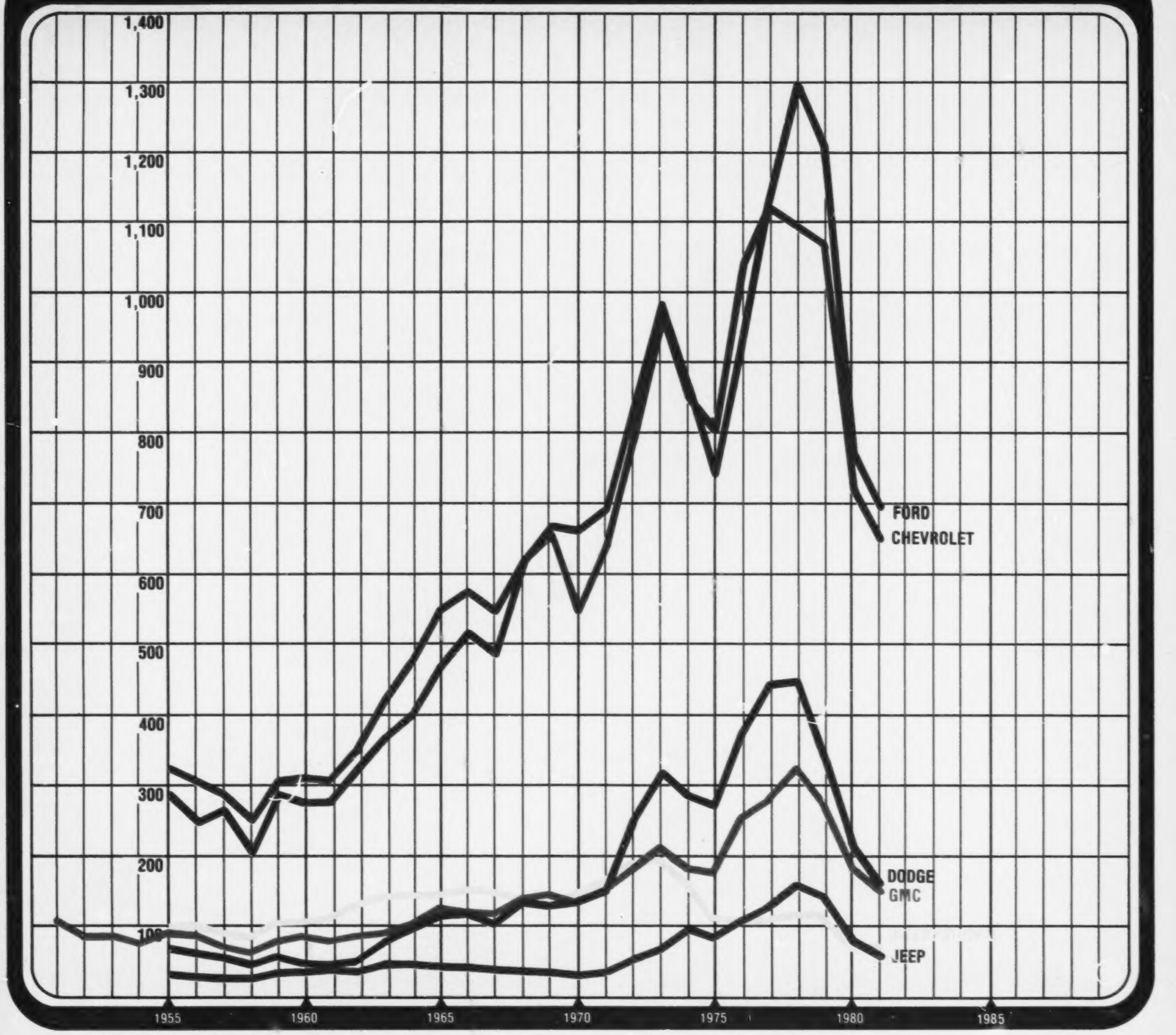
* Plymouth trucks are Trail Duster, Voyager and Arrow.

** Miscellaneous includes imports, Mercedes, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.



World truck and bus production

Registrations of U.S. trucks, by make



U. S. NEW TRUCK REGISTRATIONS SINCE 1951

	BROCKWAY	CHEVROLET	DIAMOND REO	DODGE	FORD	FREIGHTLINER*	GMC	INTERNATIONAL	JEEP	KENWORTH	MACK	PETERBILT	WHITE†	TOTAL
1951	2,182	350,344	4,508	106,600	250,802	....	100,285	95,184	24,292	668	9,794	301	12,260	1,003,850
1952	1,752	272,249	3,420	102,129	179,523	....	79,612	92,788	20,356	705	7,138	236	10,858	812,099
1953	2,080	327,960	3,398	82,345	266,027	....	82,296	95,404	17,712	747	6,890	332	12,261	930,312
1954	1,340	293,079	2,701	60,658	267,799	....	66,644	84,222	17,523	697	6,098	344	10,340	829,101
1955	1,144	329,791	3,697	66,208	295,000	....	84,877	100,441	27,252	1,182	10,932	424	14,372	957,101
1956	884	302,145	4,037	57,651	263,753	....	82,266	108,014	23,488	1,239	13,190	609	15,137	894,366
1957	738	290,960	3,472	49,431	277,301	....	62,165	96,956	22,005	980	13,312	486	12,491	858,085
1958	959	247,470	2,929	37,037	206,787	....	55,950	89,745	22,523	813	11,865	393	12,142	726,704
1959	1,196	306,237	3,008	52,278	292,931	....	69,509	109,053	30,864	715	13,473	595	15,497	942,133
1960	1,103	316,962	2,421	43,606	280,501	....	82,546	110,349	31,385	1,400	10,876	810	14,179	943,485
1961	979	306,175	1,795	40,147	284,214	....	69,596	116,538	32,644	1,135	8,618	714	13,199	918,608
1962	1,074	366,506	1,820	55,593	332,328	....	80,590	130,959	30,426	1,316	10,353	1,158	15,151	1,068,725
1963	1,206	425,406	2,072	75,025	382,099	....	87,614	145,105	44,339	1,997	12,099	1,482	16,438	1,244,224
1964	1,100	483,853	1,992	98,030	404,999	....	99,148	148,008	44,385	2,347	12,064	1,812	16,609	1,361,772
1965	1,047	567,473	2,486	116,639	477,068	....	118,273	148,195	42,415	2,876	13,127	2,023	18,954	1,528,859
1966	1,288	585,561	2,874	120,082	522,307	....	115,122	155,566	42,860	3,472	15,014	2,374	20,683	1,610,450
1967	1,248	551,923	3,913	101,458	494,921	....	113,982	150,946	39,757	2,912	13,434	2,230	17,458	1,518,426
1968	1,298	626,858	3,539	138,205	624,894	....	133,308	140,948	38,486	4,008	14,932	3,023	19,905	1,775,601
1969	1,507	670,890	4,151	130,446	679,237	....	139,449	137,888	36,017	5,592	15,655	3,630	21,321	1,888,812
1970	1,655	557,997	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	3,457	12,139	1,790,177
1971	1,685	647,258	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	4,296	10,622	1,993,186
1972	2,061	802,755	4,332	269,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	5,698	11,312	2,513,952
1973	2,267	991,099	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	6,869	13,906	3,029,074
1974	2,508	860,358	4,032	292,213	865,000	11,713	183,755	161,375	96,835	10,489	22,710	8,428	13,582	2,656,918
1975	1,451	815,595	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	4,801	7,137	2,397,417
1976	1,264	1,052,438	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,896	5,839	7,348	3,058,009
1977	802	1,133,201	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	9,453	10,844	3,509,328
1978	37	1,275,787	....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	9,454	13,292	3,963,340
1979	2	1,085,855	....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	3,693	12,512	3,472,209
1980	....	737,788	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	7,008	7,664	2,476,777
1981	....	650,460	....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	6,654	2,857	2,185,489

*Freightliner included in White total until 1970. †White total includes Autocar and Western Star.

Source: R. L. Polk & Co.

U.S. TRUCK REGISTRATIONS PER OUTLET

	1981	1980	1979	1978	1977	1976	1975
Ford	142	152	201	233	199	169	132
Chevrolet	120	129	181	215	187	188	136
Mack	81	88	116	105	100	46	45
Kenworth	80	93	124	128	139	66	51
Peterbilt	75	58	76	86	121	51	45
Dodge	64	89	115	141	145	126	90
GMC	63	70	106	121	102	93	62
International	52	56	74	70	65	52	52
Freightliner	50	55	72	62	......	......	......
Jeep	34	45	77	93	71	67	54
White	24	33	51	54	83	47	20
Volvo	14	8	......	......	......	......	......
Plymouth*	6	12	17	7	2	1	1

*—Plymouth trucks are four-wheel-drive Trail Duster vehicles, Arrow compact pickups and Voyager window vans.

NOTE—White totals include Autocar and Western Star, and Freightliner prior to 1978.

FACTORY SALES OF SPECIAL TRUCKS

4 x 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818

MULTI-STOP DELIVERY TRUCKS

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614

TRUCKS WITH DIESEL ENGINES

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146

TRUCKS WITH 3 OR MORE AXLES

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,588	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319

Source: Motor Vehicle Manufacturers Assn.

U. S. TRUCK REGISTRATIONS BY MAKE AND GVW, 1981 VS. 1980

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,000-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'81	....	....	....	....	....	....	....	1,125	1,125
	'80	....	....	....	....	....	....	....	1,550	1,550
BROCKWAY	'81	....	....	....	....	....	....	....	....	....
	'80	....	....	....	....	....	....	....	....	....
CHEVROLET	'81	350,376	269,621	11,448	....	740	8,059	8,991	1,225	650,460
	'80	365,766	339,139	1,922	....	1,378	13,567	13,041	2,975	737,788
(Memo-Units)#	'81	126,183	83,998	....	....	....	....	....	....	210,181
	'80	164,720	97,545	....	....	....	....	....	....	262,265
DIAMOND REO	'81	....	....	....	....	....	....	....	88	88
	'80	....	....	....	....	....	....	....	95	95
DODGE	'81	96,943	68,995	422	3	....	....	....	....	166,363
	'80	101,513	121,176	5,618	193	....	....	....	....	228,500
(Memo-Units)#	'81	55,291	41,269	26	....	....	....	....	....	96,586
	'80	67,817	76,567	3,173	....	....	....	....	....	147,557
FORD	'81	228,767	419,637	....	....	....	14,751	24,587	9,471	697,213
	'80	247,118	470,054	517	....	....	20,244	32,514	13,685	784,132
(Memo-Units)#	'81	83,795	139,938	....	....	....	....	....	....	223,733
	'80	99,625	153,254	....	....	....	....	....	....	252,879
FREIGHTLINER	'81	....	....	....	....	....	....	....	9,095	9,095
	'80	....	....	....	....	....	....	....	10,465	10,465
FWD	'81	....	....	....	....	2	13	898	731	1,644
	'80	....	....	....	....	....	2	714	292	1,008
GMC	'81	57,919	72,618	619	....	1,065	5,904	11,408	11,170	160,703
	'80	53,017	88,721	6	....	886	9,564	13,393	15,665	181,252
(Memo-Units)#	'81	8,203	21,493	....	....	....	....	....	....	29,696
	'80	9,136	23,845	....	....	....	....	....	....	32,981
INTERNATIONAL	'81	....	2,264	....	....	....	18,989	18,000	22,539	61,792
	'80	....	17,724	....	....	....	16,580	18,494	21,686	74,484
(Memo-Units)#	'81	....	....	....	....	....	....	....	....	....
	'80	....	....	....	....	....	....	....	....	....
JEEP	'81	36,249	22,008	....	....	....	....	....	....	58,257
	'80	49,710	32,213	....	....	....	....	....	....	81,923
(Memo-Units)#	'81	36,249	16,226	....	....	....	....	....	....	52,475
	'80	49,710	23,358	....	....	....	....	....	....	73,068
KENWORTH	'81	....	....	....	....	....	....	....	10,379	10,379
	'80	....	....	....	....	....	....	....	11,163	11,163
MACK	'81	....	....	....	....	....	1,550	372	17,776	19,698
	'80	....	....	....	....	....	688	....	21,055	21,743
PETERBILT	'81	....	....	....	....	....	....	....	6,654	6,654
	'80	....	....	....	....	....	....	....	7,008	7,008
PLYMOUTH*	'81	10,839	4,137	....	....	....	....	....	....	14,976
	'80	19,619	8,710	....	....	....	....	....	....	28,329
WESTERN STAR	'81	....	....	....	....	....	....	....	780	780
	'80	....	....	....	....	....	....	....	1,140	1,140
WHITE	'81	....	....	....	....	....	....	....	2,857	2,857
	'80	....	....	....	....	....	....	....	4,974	4,974
MISCELLANEOUS**	'81	312,913	4,337	2	8	16	2,931	1,616	1,582	323,405
	'80	294,199	330	13	10	25	3,145	1,563	1,938	301,223
TOTALS	'81	1,094,006	863,617	12,491	11	1,823	52,197	65,872	95,472	2,185,489
	'80	1,130,942	1,078,067	8,076	203	2,289	63,790	79,719	113,691	2,476,777

★—No registrations for Oklahoma, 1981 and 1980.

★—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. ★Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

U.S. TRUCK SCRAPPAGE SINCE 1950

TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30		Growth of Trucks In Use During Period	New Trucks Registered 7/1 - 6/30	Trucks Scrapped During Period	Growth % of Trucks In Use	Scrappage % of New Trucks Regis. During Period	Scrappage % of Trucks In Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1952	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,568	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,462,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3

*—Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.

1.—Each year many trucks are issued passenger car license plates due to their intended usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.

Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R. L. POLK & CO. MOTOR STATISTICAL DIVISION

CANADIAN CAR OUTPUT BY CALENDAR YEAR

1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,482
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN TRUCK CALENDAR YEAR OUTPUT BY

1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

NEW-TRUCK REGISTRATIONS IN U. S., 1980-1981

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Chevrolet	G.M.C.	International	Jeep Truck	Pacific Car & Foundry Corp.	Mack Truck Corp.	Freightliner	White (Autocar,) Western Star	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'81	2014	11780	10820	1866	984	640	477	345	194	108	5548	34776	'81	**Alabama**
	'80	3198	13183	13085	2550	955	777	399	455	322	275	4975	40174	'80	
Alaska	'81	801	2821	2481	895	190	201	201	29	17	87	1815	9508	'81	**Alaska**
	'80	1044	1928	1933	559	224	184	104	15	7	85	1163	7246	'80	
Arizona	'81	2533	13428	11739	2904	474	908	145	113	68	13	6792	39117	'81	**Arizona**
	'80	3164	13730	13105	2984	640	1231	190	111	77	88	7376	42696	'80	
Arkansas	'81	2636	12994	12293	2694	869	860	259	146	199	66	2747	35723	'81	**Arkansas**
	'80	3168	14057	13380	2699	788	1201	257	242	135	93	3071	39091	'80	
California	'81	20368	50546	47610	11627	3668	3876	1539	409	1280	482	75927	217502	'81	**California**
	'80	32220	62917	60979	14390	5182	5211	2329	784	1517	668	74349	260546	'80	
Colorado	'81	2536	13930	11494	2624	1082	2597	403	150	101	65	8168	43150	'81	**Colorado**
	'80	3954	15740	11890	2558	1421	3303	348	211	162	85	7517	47189	'80	
Connecticut	'81	1684	4431	5131	1191	600	780	57	221	16	38	2968	17007	'81	**Connecticut**
	'80	2175	5055	6146	1671	852	1024	94	254	18	100	2703	20092	'80	
Delaware	'81	483	1892	1608	265	672	241	91	48	37	5	680	6022	'81	**Delaware**
	'80	651	2203	1962	435	533	290	75	67	67	28	593	6904	'80	
Florida	'81	9482	41850	27094	9945	2121	3099	736	1126	263	246	18429	114391	'81	**Florida**
	'80	14573	42444	27117	10823	2048	3345	606	1268	240	414	14671	117549	'80	
Georgia	'81	5167	19808	15324	2905	1038	1230	483	432	225	121	9652	56389	'81	**Georgia**
	'80	6319	23655	17559	3866	1366	1450	558	728	246	309	8450	64506	'80	
Hawaii	'81	448	1930	1261	227	259	357	47	3	1	17	3257	7807	'81	**Hawaii**
	'80	583	2010	1364	324	302	428	45	3		12	4289	9560	'80	
Idaho	'81	966	4478	4531	1500	284	312	155	114	46	10	2984	15380	'81	**Idaho**
	'80	1277	4267	4649	1352	305	359	199	105	49	34	2601	15217	'80	
Illinois	'81	6045	24502	23684	6319	3579	2355	941	865	823	183	6203	75499	'81	**Illinois**
	'80	8850	34758	33802	8897	4841	5297	1107	1021	728	425	6259	105985	'80	
Indiana	'81	3409	13849	13266	3923	1885	1004	583	422	382	52	3876	42651	'81	**Indiana**
	'80	4795	17541	16470	4915	2652	1676	529	476	365	148	3488	53055	'80	
Iowa	'81	2419	9722	10953	2018	678	709	51	69	37	14	2243	28913	'81	**Iowa**
	'80	3499	12732	13362	2504	885	1138	57	153	51	12	2168	36561	'80	
Kansas	'81	2034	10565	10782	2835	1043	848	337	169	349	36	3020	32018	'81	**Kansas**
	'80	2687	12792	13382	3593	1028	1184	389	180	121	135	3122	38613	'80	
Kentucky	'81	2348	12721	12457	1934	777	1404	98	750	62	32	4051	36634	'81	**Kentucky**
	'80	2872	12024	11434	1992	751	1572	220	507	111	33	3098	34614	'80	
Louisiana	'81	6165	26640	23120	7398	1353	1144	406	561	200	106	6620	73713	'81	**Louisiana**
	'80	6849	25638	23587	5970	1220	1204	407	533	240	163	5485	71296	'80	
Maine	'81	903	3626	3487	1556	360	374	51	69	31	21	1837	12315	'81	**Maine**
	'80	807	2957	3157	1319	364	421	22	60	35	27	1374	10543	'80	
Maryland	'81	3284	11527	10412	2368	1022	770	112	384	128	75	4984	35066	'81	**Maryland**
	'80	4402	13709	12232	2764	1432	1164	157	463	277	151	4190	40941	'80	
Massachusetts	'81	2734	8421	8259	2545	955	1094	65	448	144	83	4263	29011	'81	**Massachusetts**
	'80	4119	10187	10275	3079	1251	1494	84	538	88	76	3508	34699	'80	
Michigan	'81	7342	26554	22522	6738	1630	2466	255	248	214	49	4411	72429	'81	**Michigan**
	'80	10026	29965	26281	7238	2079	3246	251	358	204	165	4577	84390	'80	
Minnesota	'81	3436	15549	12440	2582	1528	751	523	303	327	45	2926	40410	'81	**Minnesota**
	'80	5587	20886	15496	3601	1938	1348	461	331	362	42	2769	52821	'80	
Mississippi	'81	1524	10775	8809	2490	646	553	226	313	123	23	3560	29042	'81	**Mississippi**
	'80	2274	12131	10930	2540	643	619	148	355	166	87	3506	33399	'80	
Missouri	'81	3467	14445	13139	4058	1380	1103	260	146	233	44	5072	43347	'81	**Missouri**
	'80	5784	18908	18248	5145	1909	1882	256	166	315	118	4581	57312	'80	
Montana	'81	653	4287	4410	1272	320	327	279	21	60	38	1902	13569	'81	**Montana**
	'80	1062	4616	4903	1465	346	452	275	24	69	33	1846	15091	'80	
Nebraska	'81	1291	6774	6570	1545	996	390	806	151	370	45	1511	20449	'81	**Nebraska**
	'80	2018	8847	8212	2301	1140	614	910	235	453	97	1755	26582	'80	
Nevada	'81	1264	4244	3532	950	138	490	61	34	10	17	2903	13643	'81	**Nevada**
	'80	1677	4889	4172	1076	243	724	88	15	30	30	2670	15614	'80	
New Hampshire	'81	1124	3388	3904	968	392	532	30	178	57	12	2330	12915	'81	**New Hampshire**
	'80	1444	4035	4878	1410	710	861	56	234	28	23	2094	15773	'80	
New Jersey	'81	5899	13647	11619	2599	1559	1398	324	932	508	232	5043	43760	'81	**New Jersey**
	'80	8847	16843	14937	3323	2137	2421	410	1174	344	301	5208	55945	'80	
New Mexico	'81	1393	7902	7640	2313	557	565	237	254	131	35	3366	24393	'81	**New Mexico**
	'80	1439	8189	7717	2257	598	660	201	162	54	41	3057	24375	'80	
New York	'81	10844	21608	22454	5302	3941	2568	243	1359	273	178	7303	76073	'81	**New York**
	'80	12911	26783	27641	7229	4376	4117	309	1540	221	327	6623	92077	'80	
North Carolina	'81	3403	15616	15291	3480	1198	1746	450	518	400	336	10061	52508	'81	**North Carolina**
	'80	4364	17999	18387	3745	1091	2406	380	395	349	218	8392	57726	'80	
North Dakota	'81	859	3656	4061	1066	415	234	140	46	49	19	850	11395	'81	**North Dakota**
	'80	1010	4213	4743	1206	520	354	144	37	36	21	807	13091	'80	
Ohio	'81	6118	20981	22030	5320	3088	1746	505	1181	335	120	6202	67626	'81	**Ohio**
	'80	9219	28081	28713	6531	4519	3481	521	1014	697	442	6293	89511	'80	
Oklahoma	'81													'81	**Oklahoma**
	'80													'80	
Oregon	'81	1780	8616	7844	1712	758	493	423	134	358	152	11465	33735	'81	**Oregon**
	'80	3088	10977	9722	2175	872	760	573	194	449	207	11214	40231	'80	
Pennsylvania	'81	7425	23767	20759	4756	3405	3185	488	1347	215	113	8811	74211	'81	**Pennsylvania**
	'80	10708	30757	28760	6475	5082	5652	610	1931	336	383	8451	99145	'80	
Rhode Island	'81	381	1192	904	249	103	163	16	78	22	7	692	3807	'81	**Rhode Island**
	'80	613	1502	1256	378	206	262	26	116	37	24	577	4997	'80	
South Carolina	'81	1938	8559	7029	1480	908	609	220	242	52	53	4702	25792	'81	**South Carolina**
	'80	3123	10086	8305	2564	688	891	225	241	121	64	4165	30473	'80	
South Dakota	'81	589	2710	2966	526	297	187	147	15	126	6	731	8300	'81	**South Dakota**
	'80	879	3456	3630	689	329	244	97	24	159	20	717	10244	'80	
Tennessee	'81	3625	12866	12084	3031	1030	1060	414	332	291	79	6440	40852	'81	**Tennessee**
	'80	4597	15237	14980	3489	1352	1809	376	371	186	188	5929	48514	'80	
Texas	'81	15726	106189	107858	23905	7197	6877	2180	2843	1075	807	25661	299518	'81	**Texas**
	'80	17622	90707	93440	18864	6305	5813	1983	2618	1108	849	20975	260284	'80	
Utah	'81	1219	5864	5595	1989	412	909	398	182	98	33	4026	20725	'81	**Utah**
	'80	1265	4088	4150	1542	243	702	328	137	110	49	2324	14938	'80	
Vermont	'81	456	1598	1702	497	197	335	10	52	15	2	1014	5878	'81	**Vermont**
	'80	563	1684	1924	576	334	416	8	49	18	3	997	6572	'80	
Virginia	'81	4432	15135	12339	2520	961	1559	161	821	225	77	7650	45880	'81	**Virginia**
	'80	5689	17590	14770	3067	1538	2469	239	627	165	118	6183	52455	'80	
Washington	'81	2144	10935	9414	2114	665	431	395	203	190	34	10914	37439	'81	**Washington**
	'80	4498	13516	11317	3021	1090	897	468	251	202	41	11891	47192	'80	
West Virginia	'81	1660	6918	7161	1336	716	1159	54	212	25	84	2383	21708	'81	**West Virginia**
	'80	2801	7828	8782	1750	865	1801	38	266	35	84	2086	26336	'80	
Wisconsin	'81	3339	10948	8912	3079	1660	862	339	252	283	54	3308	33036	'81	**Wisconsin**
	'80	4660	15807	13389	4562	2630	1571	333	383	336	157	3172	47000	'80	
Wyoming	'81	991	5027	4907	1653	385	601	281	68	57	84	1413	15467	'81	**Wyoming**
	'80	1131	5586	5199	1863	384	731	279	70	25	79	1439	16786	'80	
Dist. of Columbia	'81	138	464	353	85	32	28		6	14	3	128	1251	'81	**Dist. of Columbia**
	'80	236	575	450	78	26	57	1	7	2	1	99	1532	'80	
Federal Government	'81	8897	4549	3016	1201	1175	1067	2	354		181	53	20595	'81	**Federal Government**
	'80	11394	1883	7841	1493	1251	710	1	244		91	58	24966	'80	
Motor Homes	'81	3	958	11394	344							589	13294	'81	**Motor Homes**
	'80	5094	2921	3545	355							2413	14328	'80	
United States Total	'81	181339	697213	650460	160703	61792	58287	17033	19698	10739	4762	323493	2185489	'81	**United States Total**
	'80	256829	784132	737788	181252	74484	81923	18171	21743	11473	7664	301318	2476777	'80	

Registrations for the State of Oklahoma are not available.

Import registrations slip, penetration gains

By Richard A. Wright
ASST. MANAGING EDITOR

Registrations of new imported cars slipped a bit in 1981, but not as much as the entire U. S. market and, as a result, imports took 28.80 percent of new-car registrations in the U. S. for the year, compared with 28.18 percent in 1980.

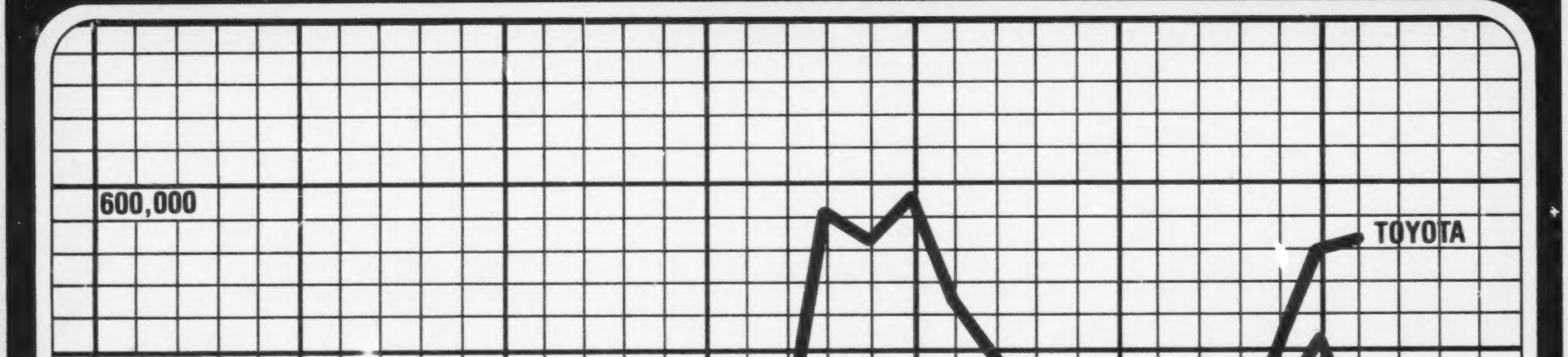
The penetration gain was made despite the "voluntary" restrictions on imports into the U. S. agreed to by Japanese makers. While the restrictions probably had a lot to do with the decline in new-import registrations — to 2,325,235 in 1981 from the record 2,396,934 in 1980 —they only leveled off the growth in penetration, which had been climbing in a sharp upward curve.

The two new import nameplates made their debut in the U. S. in 1981, the DeLorean from the United Kingdom and the Isuzu, from Japan. Three venerable British nameplates are no longer imported—MG and Triumph, both import pioneers in the U. S., and Rover.

IMPORTED NEW-CAR SALES IN U. S. SINCE 1974

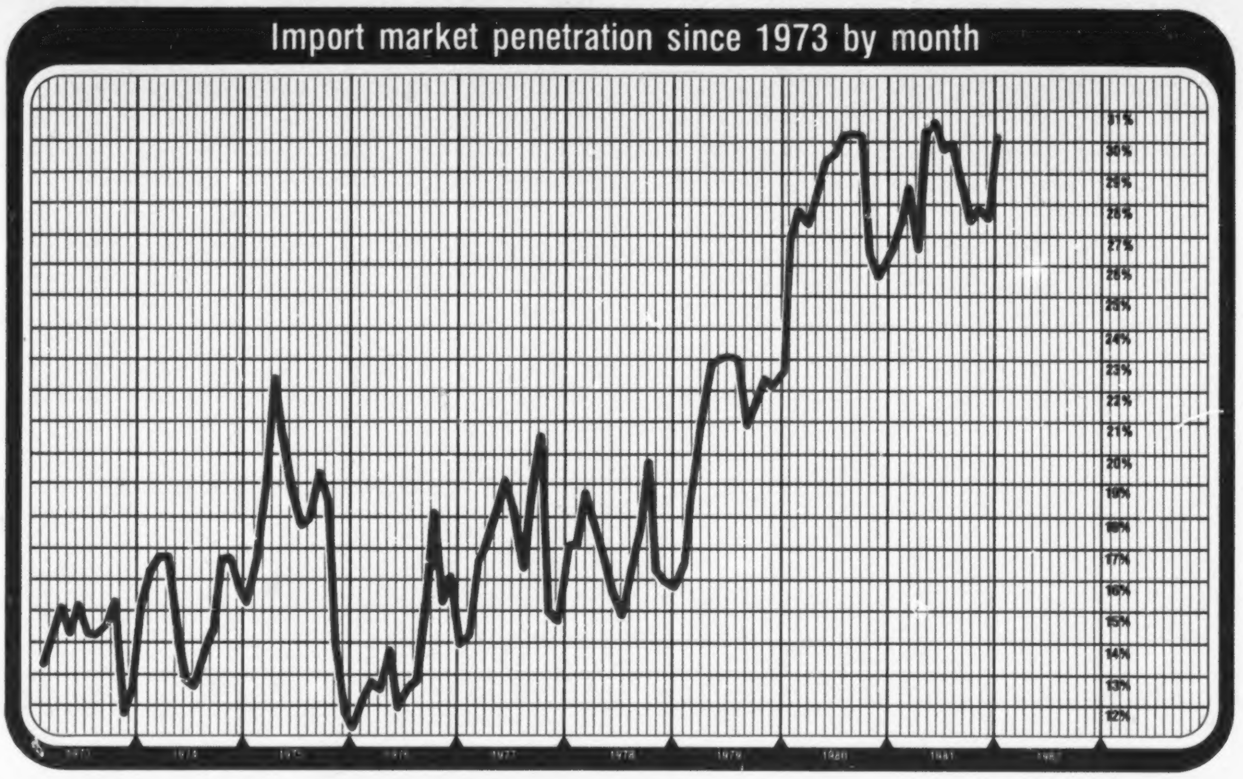
	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	41,761	37,017	34,521	31,457	28,776	26,040	19,419	15,007
Capri	—	—	—	4,079	22,458	29,904	54,586	75,260
Challenger	12,690	12,924	14,166	17,649	1,832	—	—	—
Champ	42,128	55,474	48,860	28,296	47,345	30,430	—	—
Colt	42,796	50,689	62,705	44,570	70,679	48,542	60,356	42,925
Datsun	464,805	516,890	472,252	338,096	388,378	270,103	253,192	189,026
DeLorean	3,009	—	—	—	—	—	—	—
Ferrari	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	32,185	37,184	58,934	60,435	63,479	61,540	100,511	72,029
Fiesta	32,856	68,595	78,109	76,145	40,549	—	—	—
Honda	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	17,805	—	—	—	—	—	—	—
Jaguar	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	1,068	2,100	1,602	2,811	5,500	—	—	—
Mazda	166,105	161,623	156,533	75,309	50,609	35,383	65,351	61,190
Mercedes-Benz	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	3,712	13,730	26,025	26,656	34,794	28,436	27,946	25,015
Opel	—	—	13,815	19,222	29,067	10,483	39,730	59,279
Peugeot	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	30,869	25,365	18,862	15,739	13,198	6,880	5,788	8,756
Rolls-Royce	781	942	1,002	1,109	N.A.	N.A.	N.A.	N.A.
Rover		481	—	—	—	—	—	—
Saab	14,613	13,558	15,142	15,662	13,120	9,866	13,732	13,589
Sapporo	13,326	10,263	12,322	12,777	1,406	—	—	—
Subaru	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	576,491	582,204	507,816	441,800	493,048	346,920	283,909	238,135
Triumph	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Volkswagen	82,173	90,923	125,100	216,709	260,704	201,670	267,730	334,515
Volvo	64,477	56,999	56,027	50,880	46,790	43,887	60,338	53,043
TOTAL	2,325,235	2,396,934	2,327,932	2,000,500	2,071,100	1,493,000	1,577,000	1,403,035

Import registrations in U.S. since 1950



IMPORT FRANCHISES

	Jan. 1, 1982	Jan. 1, 1983
JAPAN	9,149	8,499
Colt/Challenger	2,225	2,023
Champ/Sapporo	2,206	2,022
Datsun/Nissan	1,105	1,086
Toyota	1,093	1,085
Honda	801	769
Mazda	767	764
Subaru	759	750
Isuzu	193	0
FRANCE	1,674	1,625
Renault	1,347	1,302
Peugeot	327	323
WEST GERMANY	1,544	7,528
Audi	428	432
Mercedes	409	409
BMW	382	370
Porsche	325	325
Fiesta	0	4,974
Volkswagen	0	1,018
ITALY	840	944
Fiat	499	581
Lancia	141	156
Alfa Romeo	130	145
Ferrari	43	41
Maserati	27	21
SWEDEN	709	705
Volvo	402	407
Saab	307	298
UK	670	1,144
DeLorean	340	0
Jaguar	221	250
Rolls-Royce	67	67
Lotus	28	31
Aston Martin	14	14
MG	0	335
Triumph	0	324
Rover	0	123
MISCELLANEOUS	25	25
TOTAL FRANCHISES	14,611	20,470


Import market penetration since 1973 by month

IMPORT SALES PER OUTLET, 1972-1981

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Toyota	528	541	485	423	347	347	295	251	307	282
Honda	470	496	488	396	339	252	214	109	132	86
Datsun	421	475	445	323	384	279	280	200	250	187
Mazda	218	213	213	114	95	69	154	182	357	203
Subaru	201	191	175	145	118	76	72	41	71	28
Volvo	159	140	136	120	103	89	126	120	145	126
Mercedes	154	132	130	115	119	107	112	98	110	103
Audi	118	97	98	95	85	79	124	150	168	111
BMW	112	103	98	92	93	89	68	60	54	47
Isuzu	98	0	0	0	0	0	0	0	0	0
Fiat	59	61	90	89	93	85	140	105	87	80
Peugeot	51	42	42	32	35	32	42	29	17	16
Saab	47	44	46	48	42	29	35	33	46	41
Porsche	35	32	43	54	65	47	54	71	87	81
Renault	22	24	44	47	46	24	26	28	27	27
Jaguar	20	11	14	17	15	13	11	6	12	7
Champ	19	27	22	15	28	0	0	0	0	0
Colt	19	24	27	21	37	26	33	25	23	27
DeLorean	9	0	0	0	0	0	0	0	0	0
Challenger	6	6	7	9	0	0	0	0	0	0
Sapporo	6	5	5	0	0	0	0	0	0	0
Volkswagen	*	264	274	213	252	187	232	283	401	372

* Counted as a domestic make in 1981.

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MODELS OFFERED BY LEADING IMPORTS

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	Totals	(Totals * March, 1981)
Alfa Romeo	0	1	0	0	1	(1)
Audi	3	2	0	0	5	(5)
BMW	2	2	0	0	4	(4)
Challenger	0	1	0	0	1	(1)
Champ	2	3	0	0	5	(3)
Colt	2	3	0	0	5	(3)
Datsun/Nissan	5	16	0	3	24	(20)
DeLorean	0	1	0	0	1	(0)
Ferrari	0	3	0	0	3	(3)
Fiat	1	3	1	0	5	(7)
Fiestra	0	0	0	0	0	(1)
Honda	2	7	0	1	10	(10)
Isuzu	2	3	0	0	5	(4)
Jaguar	2	1	0	0	3	(2)
Lancia	0	1	0	0	1	(2)
Mazda	4	9	0	1	14	(15)
Mercedes-Benz	4	3	0	1	8	(10)
MG	0	0	0	0	0	(1)
Peugeot	4	0	0	1	5	(3)
Porsche	0	4	0	0	4	(4)
Renault	3	3	0	2	8	(7)
Rolls-Royce	2	1	1	0	4	(5)
Rover	0	0	0	0	0	(1)
Saab	2	2	0	0	4	(3)
Sapporo	0	1	0	0	1	(1)
Subaru	2	10	0	4	16	(16)
Toyota	5	16	0	3	24	(27)
Triumph	0	0	0	0	0	(5)
Volkswagen**	1	4	1	2	8	(7)
Volvo	4	3	0	3	10	(10)
TOTALS	52	103	3	21	179	
Totals (March, 1981)*	(48)	(104)	(8)	(21)		(18.1)

*—Revised.

**—Volkswagen totals do not include U.S.-built Rabbits.

NEW IMPORTED-CAR SALES BY MODEL, 1981-1980 CALENDAR YEARS

	1981	1980
Alfa Romeo	2,294	2,997
Sedan	21	265
Sedan automatic	45	193
Sprint Veloce	64	932
Spider Veloce	950	1,607
GTV 6	1,214	....
Audi	50,817	42,483
4000-4E	13,634	10,547
4000-5E	1,562	4,134
4000-5+5	3,448	....
4000 diesel	297	....
5000	17,610	16,000
5000 diesel	6,137	8,035
5000 Turbo	5,576	3,767
Coupe	2,553	....
BMW	41,761	37,015
320i	31,902	25,786
733i	2,454	2,047
633 csi	1,138	1,190
528i	5,585	7,992
528e	682	....
Others	....	2
Chrysler/Mitsubishi	110,940	129,350
Challenger	12,690	12,924
Champ	42,128	55,474
Colt	42,796	50,689
Sapporo	13,326	10,263
Datsun/Nissan	464,805	516,890
210	159,939	180,220
310	77,980	96,204
510	37,558	62,020
Stanza	8,523	....
Maxima/810	35,853	9,440
200 SX	77,062	92,514
280 ZX	62,800	71,533
Hawaii	4,990†	4,855
Misc.	100†	104
DeLorean	3,009	....
Ferrari	N.A.	779
Fiat	32,185	37,184
128	19	139
Strada	6,873	12,257
X-1/9	6,343	7,628
Spider 2000	11,570	9,735
Brava	7,380	7,425
Fiesta	32,856	68,595
Honda	370,705	375,388
Accord	172,557	185,977
Civic	154,698	138,735
Prelude	43,450	50,676
Isuzu	17,805	....
Gasoline	7,437	....
Diesel	10,368	....
Jaguar	4,695	3,029
XJ-6	4,463	2,346
XJ-12	....	263
XJ-S	232	420
Lancia	1,068	2,100
Beta Sudan	50	216
Beta Coupe	418	1,160
Zagato	589	606
Scorpion	....	4
HPE	11	114
Lotus	136	150
Mazda	166,088	161,623
GLC	62,195	62,593
626	60,475	55,281
RX-7	43,418	43,743
Others	....	6
Mercedes-Benz	63,059	53,790
240-D	14,612	10,649
300-D	13,688	10,007
300-CD	1,432	1,629
300-TD	3,330	2,803
300-SD	16,292	14,174
280-E	1,186	877
280-CE	590	640
380-SEL	2,436	2,777
380-SL	7,998	7,287
380-SLC	1,402	1,944
Misc.	93	1,001
MG	3,712	13,730
MG-B	3,452	11,824
Midget	260	1,906
Peugeot	16,725	12,930
604	....	1,202
505/504	2,274	1,268
505/504 diesel	4,618	9,714
505 turbo diesel	9,248	623
604 SL	111	....
604 turbo diesel	474	....
Tourist	201	123
Porsche	11,241	10,490
924	3,251	3,443
924 Turbo	1,937	1,925
911	4,016	3,459
928	2,019	1,466
930 Turbo	18	197
Renault	30,869	25,365
LeCar	19,336	22,955
R-18	11,533	1,735
Gordini	....	675
Rolls-Royce	1,158	942
Rover	781	481
Saab	14,613	13,558
99 GL	262	2,662
900/900 GLi	2,226	1,481
900S (3-dr.)/EMS	1,622	1,855
900S (4-dr.)/GLE	3,018	2,978
900 Turbo	7,377	4,537
Tourist	108	45
Subaru	152,062	142,968
Toyota	576,491	582,204
Starlet	32,825	6,195
Corolla	241,603	257,315
Corolla Tercel	121,328	99,067
Celica/Supra	120,025	162,476
Corona	22,337	35,686
Cressida	29,583	11,628
Land Cruiser	2,027	3,058
Hawaii	6,704	6,779
Misc.	59	....
Triumph	9,768	14,939
TR-8	1,512	576
TR-7	4,243	10,313
Spitfire	4,013	4,050
Volkswagen*	82,173	90,952
Beetle convertible	33	4,575
Rabbit convertible	12,081	8,819
Rabbit diesel	....	34
Vanagon	10,881	13,169
Dasher gasoline	1,756	7,382
Dasher diesel	11,852	23,565
Scirocco	17,043	22,450
Jetta	27,972	10,967
Quantum	555	....
Volvo	64,477	56,999
GT	277	2,107
DL two-door	9,359	12,579
DL four-door	18,368	13,864
DL wagon	11,561	10,308
GL	10,228	5,908
GLE	3,765	6,698
GLE wagon	267	1,565
Coupe	1,126	1,349
DL diesel	1,078	2,502
DL diesel wagon	444	1,656
GL diesel	322	....
GL diesel wagon	110	....
GLT two-door	599	....
GLT wagon	2,963	....
GLT turbo	3,449	....
GLT turbo wagon	187	....
Tourist	374	570
TOTAL IMPORTS	2,326,529	2,396,162

*—Does not include U.S. built:

	1981	1980
Rabbit gasoline	63,137	84,447
Rabbit diesel	99,308	92,693

† estimate

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1982	Jan. 1, 1981
Imported cars only		
Exclusives	2,703	2,937
Duals	1,320	1,624
	4,023	4,561
Import-domestic duals		
U. S. duals w/captive imports	4,431	9,019
U. S. duals w/other imports	3,563	3,101
	7,994	12,120
Total imported-car outlets	12,017	16,681

Note: VW was included in 1981 import totals, but is counted as a domestic line for 1982. If VW had been counted as an import in '82, it would have added 445 import outlets and made the total 12,462.

Captive-import duals are Dodge—Colt and Challenger, Plymouth—Champ and Sapporo and, for 1981 only, Ford—Fiesta.

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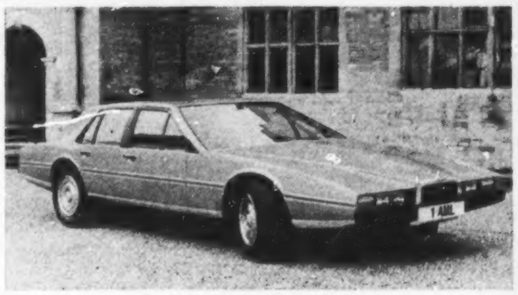
Import Album: 1982 models offer something for everyone from stingy economy to incredible luxury

Alfa Romeo GTV-6—$17,455.

Aston Martin Volante—$115,000 to $117,000.



Aston Martin Lagonda—$150,000.

Audi 4000—$9,755 to $11,270.

Audi Coupe—$12,370 to $12,775.

Audi 5000—$13,665 to $18,490 (turbo).

Bentley Mulsanne—$110,370.

BMW 320i—$13,290.

BMW 528e—$23,325.

BMW 633CSi—$36,995.

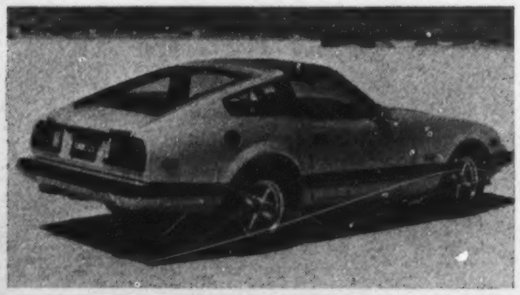
BMW 733i—$33,315.

Datsun 210—$4,799 to $6,699.

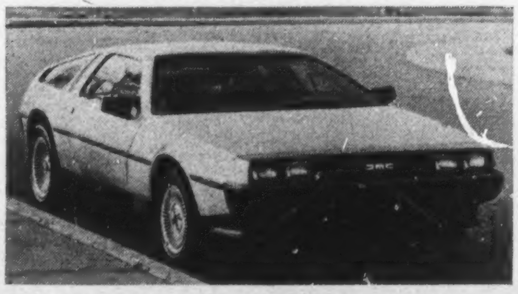
Datsun 310—$5,689 to $6,689.

Datsun 200-SX—$7,739 to $9,389.

Datsun Maxima—$11,049 to $12,229.

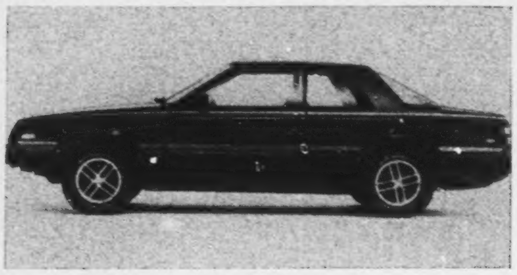


Datsun 280-ZX—$14,499 to $18,619 (turbo).



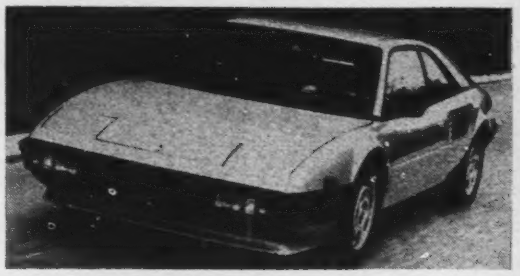
DeLorean—$25,000 to $25,650.

Dodge Colt—$5,443 to $6,153.



Dodge Challenger—$8,043.

Ferrari GTSi—$58,550 (GTBi—$51,930).



Ferrari Mondial—$63,939.

Fiat Strada—$6,350 to $6,995.

Fiat X 1/9—$10,990.

Fiat Spider—$12,290 and $14,995 (turbo).

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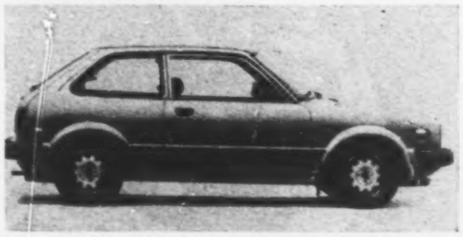
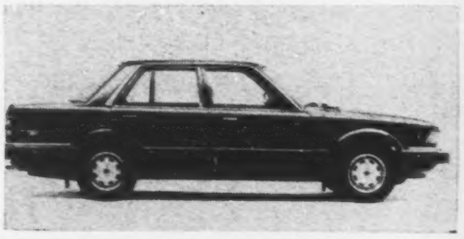


Honda Civic—$4,779 to $6,949.



Honda Accord—$7,399 to $8,495.

Import prices

Prices in effect March 1, 1982.

The following are Manufacturers Suggested Retail Prices. They include ocean freight and import duty. They do not include inland transportation fees, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used. Prices are for 1982 models unless otherwise indicated.

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ALFA ROMEO—GTV-6 coupe (5-speed overdrive, $17,455. **Power disk brakes, air conditioning are standard.**) (Price does not include dealer prep fee of $147.50.)

ARROW (Plymouth) — Pickup Trucks — Custom, $6,408; Royal (5-speed) $6,892; Sport (5-speed) $7,474. (**Power disk brakes** standard on all models. **Automatic transmission** is $303 on Royal and Sport, not available on Custom.) (Prices include dealer prep fee.)

ASTON MARTIN—V-8 coupe (automatic transmission), $96,000; V-8 coupe (5-speed), $98,000; Vantage coupe (5-speed), $101,000; Volante convertible (automatic), $115,000; Volante convertible (5-speed), $117,000; Lagonda 4-door sedan (automatic), $150,000. (**Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

AUDI—Audi 4000—2-door sedan (5-speed), $9,755; S 4-door sedan (5-speed), $10,865; S 4-door sedan (automatic), $11,270; 4-door sedan (5-speed and diesel engine), $10,515. **Audi Coupe**—Coupe (5-speed), $12,370; coupe (automatic), $12,775. Audi 5000—5000-S 4-door sedan (5-speed), $13,665; 5000-S 4-door sedan (automatic), $14,070; 5000 Turbo 4-door sedan (automatic), $18,490; 5000-S Diesel (1981 model), $13,990. (**Power disk brakes** standard on all models. **Power steering** standard on Audi Coupe and all Audi 5000 models. **Radio** standard on Audi 5000 Turbo. **Air conditioning** standard on all Audi 5000 models.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne — 4-door sedan, $110,370. **Corniche**—Convertible, $161,950. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee.)

BMW—**320i**—2-door sedan, $13,290. **528e**—4-door sedan, $23,325. **733i**—4-door sedan, $33,315. **633CSi**—Coupe, $36,995. (**Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on all models except 320i. **Automatic transmission** is $620 on 320i, $775 on other models.) (Prices do not include dealer prep fee of $150.)

CHALLENGER (Dodge) — Sport coupe, $8,043. (**Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $303.) (Price includes dealer prep fee.)

CHAMP (Plymouth)—2-door hatchback, $5,443; 4-door hatchback, $5,710; Deluxe 2-door hatchback, $5,800; Custom 2-door hatchback, $6,122; Custom 4-door hatchback, $6,153. (**Power disk brakes** standard on all models. **Automatic transmission** is $300 on Deluxe and Custom models, not available on base models.) (Prices include dealer prep fee.)

COLT (Dodge)—2-door hatchback, $5,443; 4-door hatchback, $5,710; Deluxe 2-door hatchback, $5,800; Custom 2-door hatchback, $6,122; Custom 4-door hatchback, $6,153. (**Power disk brakes** standard on all models. **Automatic transmission** is $300 on Deluxe and Custom models, not available on base models.) (Prices include dealer prep fee.)

COURIER (Ford)—Pickup truck, $6,614. (**Power disk brakes and radio** are standard. **Automatic transmission** is $280 and is available only with 2.3-liter engine, which is $182 extra.) (Price includes dealer prep fee.)

DATSUN—**210 Series** — Standard 2-door sedan, $4,799; MPG 2-door sedan, $5,139; Deluxe 2-door sedan, $5,819; Deluxe 2-door hatchback, $6,149; Sport Luxury hatchback coupe, $6,599; Deluxe 4-door sedan, $5,989; Deluxe 4-door wagon, $6,299; Sport Luxury 4-door wagon, $6,699. **310 Series**—Deluxe 2-door hatchback, $5,689; GX 2-door hatchback, $6,239; GX 4-door hatchback, $6,389; GX hatchback coupe, $6,689. **Nissan Stanza**—Deluxe 2-door hatchback, $6,799; Deluxe 4-door hatchback, $6,999; XE 2-door hatchback, $7,799; XE 4-door hatchback, $7,999. **200-SX** — Deluxe hardtop coupe, $7,739; Sports Luxury hardtop coupe, $9,089; Deluxe hatchback coupe, $7,939; Sports Luxury hatchback coupe, $9,389. **Maxima**—4-door sedan, $11,049; 4-door wagon, $11,859; 4-door sedan (diesel engine), $11,419; 4-door wagon (diesel engine), $12,229. **280-ZX**—2-seater coupe, $14,499; 2+2 coupe, $15,499. **280-ZX Turbo**—2-seater coupe, $17,619; 2+2 coupe, $18,619. **Pickup Trucks (2-wheel drive)**—Sports Truck, $7,309; Standard regular bed, $6,149; Deluxe regular bed, $6,529; Deluxe heavy-duty long bed, $6,729; Deluxe cab and chassis, $6,309; Deluxe King Cab, $7,229; Deluxe King Cab GL, $7,879; **Pickup Trucks (2-wheel drive, diesel engine**—Deluxe regular bed, $7,179; Deluxe long bed, $7,329; Deluxe King Cab, $7,879. **Pickup Trucks (4-wheel drive)**—Deluxe regular bed, $8,139; Deluxe long bed, $8,289; King Cab, $9,049; Sports Truck, $9,019. (**Power disk brakes** standard on all models. **Power steering** standard on Stanza XE, 200-SX Sports Luxury models, all Maxima models and all 280-ZX models. **Automatic transmission** standard on Maxima wagons and 280-ZX Turbo models. **Radio** standard on 210 and 200-SX Sports Luxury models, Stanza XE and all Maxima and 280-ZX models. **Air conditioning** standard on all Maxima and all 280-ZX models. **Automatic transmission prices:** $320 on 210 Series, not available on 210 base 2-door and MPG 2-door; $280 on 310 Series, not available on 310 Deluxe 2-door hatchback; $280 on all Stanza models; $330 on 200-SX, not available on 200-SX Deluxe hatchback; $330 on Maxima sedans; $320 on 280-ZX coupe and 2+2 coupe; $280 on Deluxe King Cab pickup with gasoline engine.) (Prices include dealer prep fee.)

DeLOREAN—Sport coupe (5-speed), $25,000; sport coupe (automatic), $25,650. (**Power steering, power disk brakes, radio, air conditioning** are standard.) (Price does not include dealer prep fee.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom, $6,408; Royal (5-speed), $6,892; Sport (5-speed), $7,474. **Pickup Trucks (4-wheel drive)**—Custom (5-speed), $8,361; Sport (5-speed), $9,245. (**Power disk brakes** standard on all models. **Automatic transmission** is $303 for 2-wheel-drive Royal and Sport, not available on other models.) (Prices include dealer prep fee.)

FERRARI—GTBi coupe, $51,930; GTSi coupe, $58,550; Mondial 8 2+2 coupe, $63,939. (**5-speed transmission, air conditioning** standard.) (Prices do not include dealer prep fee of $350.)

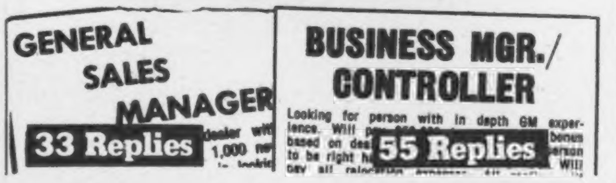
FIAT—**Strada** — Standard 3-door hatchback (5-speed), $6,350; Custom 3-door hatchback (5-speed), $6,695; Custom 5-door hatchback (5-speed), $6,995. **X 1/9**—Coupe/roadster (5-speed overdrive), $10,990. **Spider 2000**—Convertible (5-speed overdrive), $12,290. **Spider Turbo** — Convertible (5-speed overdrive), $14,995. (**Power disk brakes** standard on Strada, Spider 2000 and Spider Turbo. **Automatic transmission** is $426 on Strada Custom models, $520 on Spider 2000.) (Prices include dealer prep fee.)

HONDA—**Civic 1300**—3-door hatchback, $4,799; FE 3-door hatchback (5-speed), $5,899. **Civic 1500**—DX 3-door hatchback (5-speed), $5,849; DX 3-door hatchback (automatic), $6,049; GL 3-door hatchback (5-speed), $6,199; 5-door wagon (5-speed), $6,249; 5-door wagon (automatic), $6,449. **Civic 4-Door**—4-door sedan (5-speed), $6,749; 4-door sedan (automatic), $6,949. **Accord**—3-door hatchback (5-speed), $7,399; 3-door hatchback (automatic), $7,649; 4-door sedan (5-speed), $8,245; 4-door sedan (automatic), $8,495. **Accord LX**—3-door hatchback (5-speed), $8,449; 3-door hatchback (automatic), $8,699. **Prelude**—Coupe (5-speed), $7,995; coupe (automatic), $8,445. (**Power disk brakes** standard on all models. **Power steering** standard on Accord 4-door sedan and Accord LX 3-door hatchback and on Prelude with automatic transmission. **Air conditioning** standard on Accord LX.) (Prices include dealer prep fee.)

ISUZU—**I-Mark (gasoline engine)**—Deluxe coupe, $6,372; Deluxe 4-door sedan, $6,533; LS coupe, $6,888; LS 4-door sedan, $7,003. **I-Mark (diesel engine)**—Coupe, $6,799; Deluxe coupe, $7,244; Deluxe 4-door sedan, $7,405; LS coupe, $7,760; LS 4-door sedan, $7,875. **P'UP Pickup Trucks, Standard Series**—4x2 standard wheelbase, $6,129; 4x2 standard wheelbase (5-speed), $6,434; 4x2 long wheelbase, $6,589; 4x4 standard wheelbase, $7,995; 4x2 standard wheelbase (diesel), $7,244; 4x2 long wheelbase (diesel), $7,399; 4x4 standard wheelbase (diesel), $8,980. **P'UP Pickup Trucks, Deluxe Series**—4x2 standard wheelbase (5-speed), $6,784; 4x2 long wheelbase, $6,939; 4x4 standard wheelbase, $8,345; 4x2 standard wheelbase (diesel), $7,594; 4x2 long wheelbase (diesel), $7,749; 4x4 standard wheelbase (diesel), $9,330. (**Power disk brakes** standard on all I-Mark models. **Automatic transmission** is $320 on I-Mark models, not available on diesel coupe; $438 on two-wheel-drive pickup

Continued on Page 52

People who need people use Automotive News classified ads.



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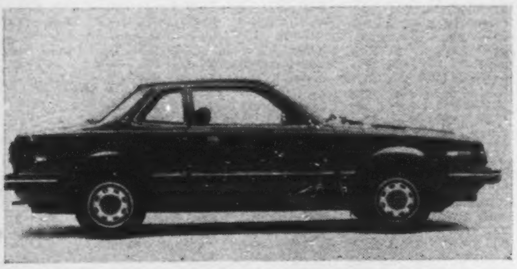

Honda Prelude—$7,995 to $8,445.

Isuzu I-Mark—$6,372 to $7,875.

Jaguar XJ-6—$29,500 to $32,000.

Jaguar XJ-S—$32,100.

Lancia Zagato—$13,852.

Maserati Quattroporte—$64,342.

Mazda GLC—$5,295 to $6,745.

Mazda 626—$7,245 to $9,345 (in East).

Mazda RX-7—$9,695 to $11,895.

Mercedes-Benz 240-D—$21,858 to $23,158.

Mercedes-Benz 300—$29,698 to $36,830.

Mercedes-Benz 380—$46,433 to $51,956.

Nissan Stanza—$6,799 to $7,999.

Peugeot 505—$10,990 to $16,175 (turbodiesel).

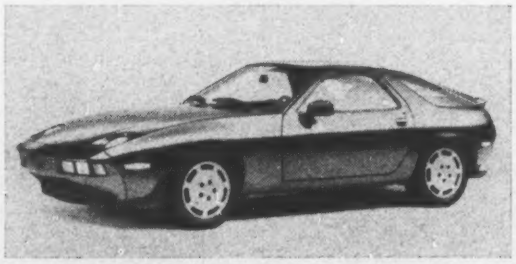
Peugeot 504—$11,900 (604—$19,595).

Plymouth Champ—$5,443 to $6,153.

Plymouth Sapporo—$8,043.

S-EK 8078
S-EK 8079
Porsche 924—$16,900 to $21,500 (turbo).

Porsche 911-SC—$28,900 and $20,400.


Porsche 928—$39,500.

Renault Le Car—$4,995 to $5,595.

Import prices

Continued from Page 50

trucks with gasoline engine, not available on 4x4s and diesel pickups.) (Prices include dealer prep fee.)

JAGUAR—XJ-6 — 4-door sedan, $29,500; Vanden Plas 4-door sedan, $32,000. **XJ-S**—Sport coupe, $32,100. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of about $200.)

LANCIA—Zagato coupe/roadster (5-speed), $13,852. (**Power steering and power disk brakes** are standard.) (Price includes dealer prep fee.)

LUV (Chevrolet)—Pickup Trucks (diesel engine)—2-wheel drive with 104.3-inch wheelbase, $7,166.05; 2-wheel drive with 117.9-inch wheelbase, $7,377.05; 4-wheel drive with 104.3-inch wheelbase, $9,114.75. (**Power disk brakes** standard on all models. 2-wheel drive models have 5-speed transmission; 4-wheel-drive model has 4-speed.) (Prices include dealer prep fee.)

MASERATI—Quattroporte 4-door sedan: $64,342; Merak coupe (1980 model), $41,-889. (**Automatic transmission** standard on Quattroporte. (**Power steering, power disk brakes, radio, air conditioning** standard on Quattroporte and Merak.) (Prices do not include dealer prep fee of $150.)

MAZDA — (Unless otherwise indicated, prices are the same for Mazda Central and Mazda East, the two importers of Mazda vehicles.) **GLC Series**—3-door hatchback, $5,295; Custom 3-door hatchback, $5,695; Custom L 3-door hatchback (5-speed), $6,-095; Sport 3-door hatchback (5-speed), $6,-545; Custom 5-door wagon, $5,995; Custom 4-door sedan, $6,245; Custom L 4-door sedan (5-speed), $6,745. **626 Series (5-speed)**—4-door sedan, $7,245; coupe, $7,545; Luxury 4-door sedan, $8,845 ($8,445 in East); Luxury coupe, $9,345 ($8,745 in East). **RX-7 5-speed**—S coupe, $9,695; GS coupe, $10,295; GSL coupe, $11,895. **B-2000 Sundowner Pickup Trucks (5-speed and gasoline engine)**—Short bed, $5,895; long bed, $6,095; Deluxe short bed, $6,245; Deluxe long bed, $6,445; Sport short bed, $6,445; Sport long bed, $6,645. **B-2200 Sundowner Pickup Trucks (5-speed and diesel engine)**—Long bed, $6,745; Deluxe long bed, $7,095. (**Power disk brakes** standard on all GLC, 626 and RX-7 models. **Power steering** standard on 626 Luxury models. **Radio** standard on all 626 and RX-7 models. **Automatic transmission** prices: Mazda Central—$420 on GLC Custom hatchback and sedan, $345 on GLC Custom wagon, $275 on GLC Custom L hatchback and sedan, $325 on all 626 models, $355 on RX-7 and RX-7 GSL. Mazda East—$395 on GLC Custom hatchback, sedan and wagon, $250 on GLC Custom L hatchback and sedan, $360 on all 626 models, $360 on RX-7 GS and RX-7 GSL.) (Prices include dealer prep fee.)
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MERCEDES-BENZ—240 Series (diesel engine)—240D 4-door sedan, $21,858; 240D 4-door sedan (automatic), $23,158. **300 Series (diesel engine)**—300D-T 4-door sedan, $29,-698; 300CD-T coupe, $32,836; 300TD-T 4-door wagon, $32,933; 300SD 4-door sedan, $36,830. **380 Series**—380SEL 4-door sedan, $46,433; 380SL coupe/roadster, $41,733; 380SEC coupe, $51,956. (**Automatic transmission** standard on all models except base 240D sedan. **Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

NISSAN—See Datsun.

PEUGEOT—505 Series (5-speed overdrive and gasoline engine)—505 4-door sedan, $10,990; 505-S 4-door sedan, $13,990; 505-Sti 4-door sedan, $14,990. **505 Series (diesel engine)**—505-D 4-door sedan, $12,390; 505 Turbodiesel 4-door sedan, $13,570; 505-S Turbodiesel 4-door sedan, $16,175. **504 Series (diesel engine)**—4-door wagon, $11,900. **604 Series (diesel engine)**—604 Turbodiesel 4-door sedan, $19,595. (**Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on 505-S, 505-Sti, 505-S Turbodiesel and 604 Turbodiesel. **Automatic transmission** is $370 on 505 models and 504 wagon, $400 on 604 model.) (Prices include dealer prep fee.)

PORSCHE—924—Coupe (5-speed or automatic), $16,900. **924 Turbo**—Coupe (5-speed), $21,500. **911-SC**—Coupe (5-speed), $28,900; Targa convertible (5-speed), $30,400. **928**—Coupe (5-speed or automatic), $39,500. (**Power disk brakes, air conditioning** standard on all models. **Power steering** standard on 928.) (Prices do not include dealer prep fee.)

RENAULT—Le Car—3-door hatchback, $4,995; Deluxe 3-door hatchback, $5,295; Deluxe 5-door hatchback, $5,595. **Renault 18i**—4-door sedan, $7,398; 4-door wagon, $7,858; Deluxe 4-door sedan (5-speed), $7,-898; Deluxe 4-door wagon (5-speed), $8,358. **Fuego**—Sport coupe (5-speed), $8,495; Turbo sport coupe, (5-speed), $10,704. (**Power disk brakes** standard on Le Car Deluxe, all 18i models and both Fuego models. **Radio** standard on 18i Deluxe and both Fuego models. **Power steering** standard on both Fuego models. **Air conditioning** standard on Fuego Turbo. **Automatic transmission** is $405 on Renault 18i, $350 on base Fuego.) (Le Car prices do not include dealer prep fee of $30. Fuego and 18i prices include dealer prep fee.)

ROLLS-ROYCE—Silver Spirit—4-door sedan, $111,000. **Silver Spur**—4-door sedan, $119,000. **Camargue**—Coupe, $158,600. **Corniche** — Convertible, $162,500. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series (5-speed)—3-door hatchback, $10,650; 4-door sedan, $10,950. **900-S Series (5-speed)**—3-door hatchback, $12,800; 4-door sedan, $13,500. **900 Turbo (5-speed)** 3-door hatchback, $16,200; 4-door sedan, $16,860. (**Automatic transmission** is $350 on all models. **Power steering, power disk brakes** standard on all models. **Air conditioning** standard on 900-S and 900 Turbo. **Radio** standard on 900 Turbo.) (Prices include dealer prep fee.)

SAPPORO (Plymouth)—Sport coupe, $8,-043. (**Power disk brakes, power steering, radio** are standard. **Automatic transmission** is $303.) (Price includes dealer prep fee.)

SUBARU—3-door Hatchbacks — Standard hatchback, $5,058; DL hatchback (5-speed), $6,013; GL hatchback (5-speed), $6,508; GL hatchback (automatic), $6,758; Standard hatchback (4-wheel drive), $5,908; DL hatchback (4-wheel drive), $6,638; GL hatchback (4-wheel drive), $7,108. **4-Door Sedans**—DL sedan, $6,238; DL sedan (5-speed), $6,363; GL sedan (5-speed), $6,858; GL sedan (automatic), $7,108. **2-Door Hardtops** — DL hardtop, $6,388; DL hardtop (5-speed), $6,-513; GLF hardtop (5-speed), $7,108; GLF hardtop (automatic), $7,358. **4-Door Wagons**—DL wagon, $6,488; DL wagon (5-speed), $6,613; GL wagon (5-speed), $7,108; GL wagon (automatic), $7,358; DL wagon (4-wheel drive), $7,238; GL wagon (4-wheel drive), $7,708. **BRAT** (4-wheel drive)—DL, $6,863; GL, $7,613. (**Power disk brakes** standard on all models. **Radio** standard on DL and GL models.) (Prices do not include dealer prep fee.)

TOYOTA—Starlet — 3-door Liftback (5-speed), $5,578. **Corolla Tercel**—2-door sedan, $4,998; Deluxe 2-door sedan (5-speed), $5,-378; Deluxe 2-door sedan (automatic), $5,-678; Deluxe 4-door sedan (5-speed), $5,548; Deluxe 4-door sedan (automatic), $5,848; Deluxe 3-door Liftback (automatic), $6,018; SR-5 3-door Liftback (5-speed), $6,428. **Corolla**—2-door sedan, $5,448; Deluxe 2-door sedan (5-speed), $6,018; Deluxe 2-door sedan (automatic), $6,318; Deluxe 4-door sedan (5-speed), $6,138; Deluxe 4-door sedan (automatic), $6,438; Deluxe 5-door wagon (5-speed), $6,508; Deluxe 5-door wagon (automatic), $6,808; SR-5 2-door hardtop (5-speed), $7,148; SR-5 2-door hardtop (automatic), $7,588; SR-5 Sport Coupe (5-speed), $7,228; Deluxe 3-door Liftback (automatic), $6,648; SR-5 3-door Liftback (5-speed), $7,-128. **Celica**—ST coupe (5-speed), $7,159; GT coupe (5-speed), $8,159; GT coupe (automatic), $8,599; GT 3-door Liftback (5-speed), $8,389; GT 3-door Liftback (automatic), $8,-829. **Celica Supra**—L-Type coupe (5-speed), $13,598; L-Type coupe (automatic), $14,098; Performance Version coupe, $14,598. **Corona**—Deluxe 5-door wagon (5-speed), $7,549; Deluxe 5-door wagon (automatic), $7,989; Luxury Edition 4-door sedan (automatic), $8,939; Luxury Edition 4-door Liftback (automatic), $9,199. **Cressida**—4-door sedan (automatic), $12,249; 4-door wagon (automatic), $12,699. **Land Cruiser**—2-door with hard top, $10,288; 4-door wagon, $13,218. **Pickup Trucks (2-wheel drive)**—Short bed, $6,298; Deluxe short bed (5-speed), $6,638; SR-5 short bed (5-speed), $7,458; Deluxe long bed (5-speed), $6,788; Deluxe long bed (automatic), $7,198; SR-5 long bed (5-speed), $7,608; SR-5 long bed (automatic), $8,018; Deluxe long bed (5-speed and diesel engine), $7,478; three-quarter-ton long bed (5-speed), $6,818; commercial cab/chassis, $6,478; camper cab/chassis, $6,698. **Pickup Trucks (4-wheel drive)**—Deluxe short bed, $8,448; SR-5 short bed (5-speed), $9,248; Deluxe long bed, $8,598; Deluxe long bed (5-speed), $8,698; SR-5 long bed (5-speed), $9,398. (**Power disk brakes** standard on all models. **Power steering** standard on Celica Supra, Corona Luxury Edition and Cressida. **Air conditioning** standard on Celica Supra and Cressida. **Radio** standard on SR-5 models of Corolla Tercel, Corolla and trucks; radio also standard on Celica GT, Celica Supra, Corona Luxury Edition and Cressida.) (Prices include dealer prep fee.)

VOLKSWAGEN — **Rabbit**—2-door hatchback, $5,990. **Rabbit L**—2-door hatchback, $6,615; 4-door hatchback, $6,825. **Rabbit LS**—2-door hatchback, $7,065; 4-door hatchback, $7,275. **Rabbit S**—2-door hatchback (5-speed), $7,305. **Rabbit Convertible**—Convertible (5-speed), $10,595. (All Rabbit models except convertible are built in the U.S.) **Jetta (5-speed)**—2-door sedan, $8,375; 4-door sedan, $8,595. **Scirocco**—Coupe (5-speed), $10,150. **Quantum (5-speed)**—Coupe, $10,250; GL coupe, $11,000; 4-door wagon, $10,950; GL 4-door wagon, $11,750. **Vanagon**—Bus, 7-seater, $11,360; bus, 9-seater, $11,415; camper, $14,900. **Pickup Trucks** (Built in U.S.)—Pickup truck, $6,775; LX pickup truck, $7,195; Sportruck (5-speed), $7,495. (**Power disk brakes** standard on all models. **Power steering** standard on Quantum. **Radio** standard on Rabbit convertible and Scirocco. **Automatic transmission** prices: $380 on Rabbit hatchbacks, not available on base 2-door; $405 on Rabbit convertible, Jetta, Scirocco, Quantum, Vanagon and Camper. **Diesel engine** prices: $525 on Rabbit hatchbacks, Vanagon and Camper, not available on base Rabbit 2-door; $645 on Jetta and pickup trucks, not available on Sportruck.) (Prices do not include dealer prep fee.)

VOLVO—DL Series (gasoline engine)—2-door sedan (overdrive), $10,045; 2-door sedan (automatic), $10,410; 4-door sedan (overdrive), $10,520; 4-door sedan (automatic), $10,885; 5-door wagon (overdrive), $11,020; 5-door wagon (automatic), $11,385. **DL Series (diesel engine)** — 4-door sedan (overdrive), $12,990; 4-door sedan (automatic), $13,180; 5-door wagon (overdrive), $13,810; 5-door wagon (automatic), $14,000. **GL Series (gasoline engine)**—4-door sedan (overdrive) $13,905; 4-door sedan (automatic) $14,270; 5-door wagon (overdrive), $14,405; 5-door wagon (automatic), $14,770. **GL Series (diesel engine)** — 4-door sedan (overdrive), $14,630; 4-door sedan (automatic), $14,820; 5-door wagon (overdrive), $15,130; 5-door wagon (automatic), $15,320. **GLT Series**—2-door sedan (overdrive), $11,-945. **GLT Turbo** — Standard 2-door sedan (overdrive), $13,255; 2-door sedan (automatic), $13,620; High-line 2-door sedan (overdrive), $14,995; High-line 2-door sedan (automatic), $15,360; 4-door sedan (overdrive), $15,420; 4-door sedan (automatic), $15,785; 5-door wagon (overdrive), $15,920; 5-door wagon (automatic), $16,285. **GLE Series**—4-door sedan (automatic), $16,720. (**Power steering, power disk brakes** standard on all models. **Air conditioning** standard on all GL models, GLE sedan and all GLT Turbo models except base 2-door. **Sunroof** is $535 on DL sedans, standard on all other sedans.) (Prices include dealer prep fee.)

Renault Fuego—$8,495 to $10,704 (turbo).

THE
ROAD AHEAD

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Special GM 75th Anniversary Issue

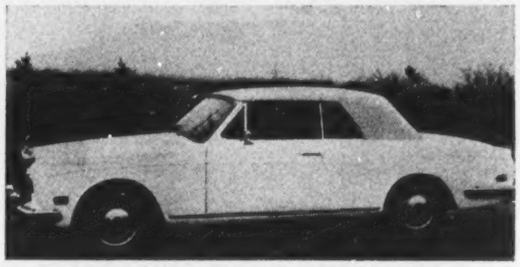
Automotive News

Renault 18i—$7,398 to $8,358.

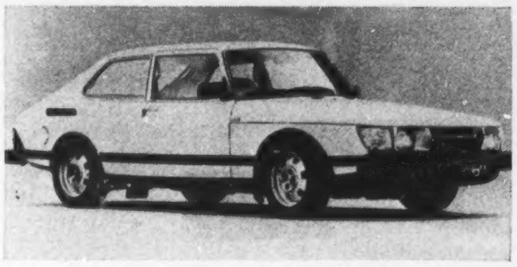
Rolls-Royce Silver Spirit—$111,000.

Rolls-Royce Silver Spur—$119,000.

Rolls-Royce Camargue—$158,600.



Rolls-Royce Corniche—$162,500.

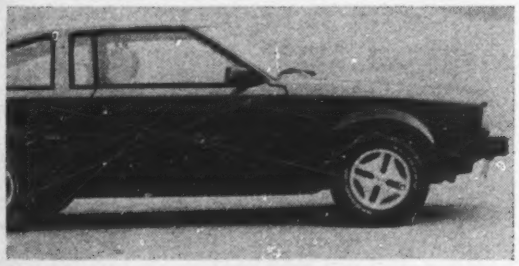


Saab 900—$10,650 to $16,860 (turbo).

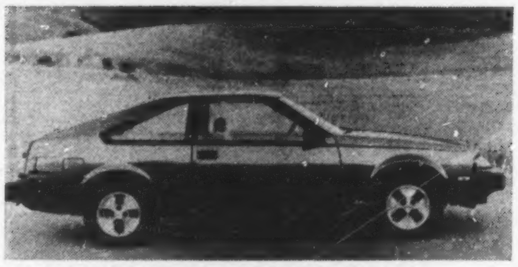
Subaru—$5,058 to $7,708 (4WD wagon).

Toyota Starlet—$5,578.

Toyota Corolla Tercel—$4,998 to $6,428.



Toyota Corolla—$5,448 to $7,128.



Toyota Celica—$7,159 to $8,829.

Toyota Celica Supra—$13,598 to $14,598.

Toyota Corona—$7,549 to $9,199.

Toyota Cressida—$12,249 to $12,699.

Volkswagen Jetta—$8,375 to $8,595.

Volkswagen Scirocco—$10,150.

Volkswagen Quantum—$10,250 to $11,750.

Volvo DL—$10,045 to $14,000 (diesel).

Volvo GL—$13,905 to $15,320 (diesel).

Volvo GLT—$11,945 to $16,285 (turbo).

Volvo GLE—$16,720.

specifications, imported makes

As of April 1, 1982

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
ALFA ROMEO Spider Veloce	88.6	168.8	64.1	48.8	2,450	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9	111@5,000	116.3@2,500	20	N.A.	N.A.	4.1	M5	R	14	34.5
GTV-6	94.5	167.7	65.5	52.4	2,823	N.A.	N.A.	50.4	53.2	V-6	2.5/152	F.I.	9	154@5,500	152@3,200	17	N.A.	N.A.	3.42	M5	R	15	30.8
ARROW Pickup 2.0L	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	15.1	9.5	4.3	3.9	M5	R	14	36.7
Sport Pickup 2.6L	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	1V	8.2	105@5,000	139@2,500	15.1	9.7	4.3	3.9	M5	R	14	36.7
ASTON MARTIN V-8 Coupe	102.8	189.5	72	52.3	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.2	19.2	12	3.54	M5	R	15	38
Volante Convertible	102.8	189.5	72	54	4,100	N.A.	N.A.	59	59	V-8	5.3/326	4-2V	8.3	N.A.	N.A.	25.8	19.2	12	3.54	M5	R	15	38
AUDI 4000 4E	99.8	176.6	66.2	53.7	2,146	N.A.	N.A.	55.1	55.9	4	1.7/105	F.I.	8	74@5,000	89.6@3,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
4000 (diesel)	99.8	176.6	66.2	53.7	2,255	N.A.	N.A.	55.1	55.9	4	1.6/97	F.I.	23	52@4,800	71.5@2,000	15.8	6.9	4.7	4.11	M5	F	13	32.5
Coupe	99.8	177	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	15.8	7.4	5.3	4.45	M5	F	14	32.5
5000	105.5	188.9	69.6	54.7	2,703	N.A.	N.A.	57.9	56.9	5	2.1/131	F.I.	8.2	100@5,100	112.4@3,000	19.8	8.5	5.3	4.11	M5	F	14	34.3
5000 (turbo)	105.5	188.9	69.6	54.7	3,042	N.A.	N.A.	58.1	57.2	L-5	2.1/131	F.I.	7	130@5,400	142@3,000	19.8	10	5.3	3.73	M5	F	14	34.3
BMW 320I Sedan	100.9	177.5	63.4	54.3	2,500	35	41.7	54.6	55	4	1.8/107.7	F.I.	8.8	101@5,800	100@4,500	15.3	7.4	4.3	3.91	M5	R	13	31.8
528e Sedan	103.3	189	66.9	55.7	2,960	37	41.7	56.3	57.9	6	2.7/164.3	F.I.	9	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
633CSI Coupe	103.4	193.8	67.9	53.7	3,340	35	41.7	56	58.5	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	16.6	12.7	6.1	3.25	M5	R	14	33.1
733I Sedan	110	197.4	70.9	56.3	3,440	36	42.1	59.1	59.7	6	3.2/196	F.I.	8.8	181@6,000	195@4,000	22.5	12.7	6.1	3.45	M5	R	14	34.8
CHALLENGER 2.6L Coupe	99.6	180	65.9	52.8	2,756	36.8	41.1	54.1	53.3	4	2.6/155.9	1V	8.2	100@5,000	137@2,500	15.8	8.1	4.3	3.31	M5	R	14	32.8
CHAMP Hatchback 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	64@5,000	78@3,000	10.6	3.9	3.6	3.12	M4	F	13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,911	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	72@5,000	85@3,000	10.6	3.9	4.1	3.12	M4	F	13	32.8
COLT Hatchback 1.4L	90.6	156.9	62.4	50	1,865	36.8	40.6	53.9	52.8	4	1.4/86	1V	8.8	64@5,000	78@3,000	10.6	3.9	3.6	3.12	M4	F	13	32.8
Hatchback 1.6L	90.6	156.9	62.4	50	1,978	36.8	40.6	53.9	52.8	4	1.6/97.5	2V	8.5	80@5,200	87@3,000	10.6	3.9	4.1	3.47	M4	F	13	32.8
D-50 Pickup (Dodge)	109.4	184.6	65	60.8	2,480	38.2	41.1	53.5	52.8	4	2.0/121.8	1V	8.5	93@5,200	108@3,000	15.1	9.5	4.3	3.9	M5	R	14	36.7
D-50 Sport Pickup (Dodge)	109.4	184.6	65	60.8	2,555	38.2	41.1	54.5	53.7	4	2.6/155.9	2V	8.2	105@5,000	139@2,500	15.1	9.7	4.3	3.9	M5	R	14	36.7
COURIER Pickup	106.9	177.9	63	61.5	2,515	38.2	40.3	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	15	7.6	4.5	3.31	M4	R	14	39.4
Pickup (Long w.b.)	112.8	189.4	63	61.5	2,559	38.2	40.3	51.2	51.2	4	2.3/140	2V	9	82@4,800	105@3,500	17.5	8.8	4.5	3.60	M4	R	14	41.3
DATSUN—Sentra 4-dr. Sedan	94.5	167.3	63.7	54.5	1,895	38.3	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.7	53.3	1,920	37.3	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
Sentra Wagon	94.5	172.2	63.7	53.5	1,995	37.6	43.1	54.9	54.1	4	1.5/90.8	2V	9	67@5,200	85@3,200	13.2	5	4.2	3.79	M5	F	13	29.5
310 2-door Hatchback	94.3	160.6	63.8	53.5	1,892	37.5	40.1	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	13.2	5.5	4.1	3.42	M5	F	13	31.5
310 4-door Hatchback	94.3	160.6	63.8	53.5	2,015	36.5	40.4	54.1	53	4	1.5/90.8	2V	8.9	65@5,200	82@2,800	13.2	5.5	4.1	3.47	M5	F	13	31.5
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,152	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,220	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	88@5,200	112@2,800	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	103.4	183.3	65.2	54.5	2,794	N.A.	N.A.	54.7	53.9	6	2.4/146	F.I.	8.9	120@5,200	134@2,800	16.4	11.6	5.3	3.55	M5	R	14	37.7
Maxima Wagon (diesel)	103.4	186.8	64.6	55.7	2,897	N.A.	N.A.	54.3	53.5	6	2.8/170	F.I.	22.7	80@4,600	120@2,400	15.9	11	6.6	3.55	M5	R	14	37.7
200-SX Hardtop	94.5	176.2	66.1	51.6	2,576	37.1	44	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
200-SX Hatchback	94.5	176.2	66.1	51.6	2,603	36.5	43.8	53	53.7	4	2.2/133.4	F.I.	8.5	102@5,200	129@2,800	14	10	4.4	3.55	M5	R	14	34.1
280 ZX	91.3	174	66.5	51	2,757	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	10.3	4.2	3.55	M5	R	14	32.2
280 ZX 2+2 GL	99.2	181.9	66.5	51.4	2,891	36.6	44	54.9	54.7	6	2.8/168	F.I.	8.3	145@5,200	156@4,000	21.1	10.3	4.2	3.55	M5	R	14	34.8
280ZX Coupe (turbo)	91.3	174	66.5	51	2,867	36.5	43.3	54.9	54.7	6	2.8/168	F.I.	7.4	180@5,600	202@2,800	21.1	10.3	5.3	3.55	M5	R	15	32.2
720 Pickup	101.4	169.3	63.4	61.2	2,460	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	13.2	10.8	5	3.89	M4	R	14	34.1
720 Pickup (diesel)	101.4	169.3	63.4	61.2	2,470	38.6	39.2	52.2	50.8	4	2.2/132.1	F.I.	21.6	61@4,000	102@1,800	13.2	10.8	5	3.89	M5	R	14	34.1
720 Pickup (Longbed)	110.8	187	63.4	61	2,555	38.6	39.2	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	16.9	10.8	5	4.1	M5	R	14	36.7
720 Pickup (King Cab) 4WD	110.8	187	66.3	67.1	2,985	38.5	43.3	52.2	50.8	4	2.2/133.4	2V	8.5	98@5,200	127@2,800	15.9	10.8	5	4.1	M5	4	15	40.7
DeLOREAN DeLorean	94.8	168	78.3	44.9	2,712	N.A.	N.A.	62.6	62.5	V-6	2.9/174	F.I.	8.8	130@5,500	162@2,750	13.5	9.3	4.3	3.44	M5	R	15	35
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180.8@5,000	18.5	19	9.6	3.71	M5	R	15	41
FIAT X1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79.2@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
Spider 2000	89.7	163	63.5	48.2	2,360	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8	5.2	3.9	M5	R	14	34
Spider 2000 (turbo)	89.7	163	63.5	48.2	2,385	N.A.	N.A.	53.2	52	4	2.0/121.7	F.I.	8.1	120@6,000	130@3,600	11.4	8	5.2	3.9	M5	R	14	34
Strada 3-door	96.4	161	65	55.1	2,105	35.8	39.4	55.1	55.5	4	1.5/91.4	F.I.	8.5	75@5,500	79.6@3,000	12.1	8.5	4.6	3.59	M5	F	13	33.8
HONDA Civic 1.3L Hatchback	88.6	148.4	62.2	53.2	1,761	37	40.7	53.5	54.3	4	1.3/79.3	3V	9.3	60@5,500	68.2@4,000	10.8	4.9	4	4.07	M4	F	12	35.5
Civic Sedan	91.3	161.4	62.2	53.2	1,967	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	12.1	5.7	4	4.27	M5	F	13	36.1
Civic Wagon	91.3	161.4	62.2	54.1	2,002	37	40.7	53.5	54.3	4	1.5/90.8	3V	9.3	67@5,000	79.3@3,500	10.8	5.7	4	4.27	M5	F	13	36.1
Accord	96.5	165.8	65	53.3	2,087	37.9	42.4	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	36.7
Accord Sedan	96.5	173.6	65	54.1	2,169	38.7	41.3	56.3	55.9	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	15.8	4.9	4	4.07	M5	F	13	36.7
Prelude	91.3	161.4	64.4	51	2,138	36	42	55.1	55.5	4	1.8/107	3V	8.8	75@4,500	95.8@3,000	13.2	4.9	4	4.07	M5	F	13	36.1
ISUZU I-Mark Coupe	94.3	107.7	61.8	52.6	2,189	37	42	51.4	51.4	L-4	1.8/110.9	2V	8.5	78@4.800	95@3,000	13.7	7.1	5.7	3.15	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	107.7	61.8	53.5	2,339	37.9	42	51.4	51.4	L-4	1.8/110.9	F.I.	22	51@5,000	72@3,000	13.7	7.4	6	3.15	M4	R	13	30.1
P'UP Pickup	104.3	174.4	63	59.3	2,374	38.1	42.4	53.8	51.2	L-4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.2	7.4	5.7	3.42	M4	R	14	34.8
P'UP Pickup (Long w.b.)	117.9	191.5	63	59.8	2,469	38.1	42.4	53.8	51.2	L-4	1.8/110.9	2V	8.5	78@4,800	95@3,000	19.1	7.4	5.7	3.42	M5	R	14	38.7
P'UP 4WD Pickup (diesel)	104.3	174.4	63.1	61	2,853	38.1	42.4	54.2	52.7	L-4	2.2/136.5	F.I.	21	58@4,300	93@2,200	13.2	9.2	6.3	4.10	M4	4	14	35.4
JAGUAR XJ6 Series III Sedan	113	199.6	69.8	54.2	4,044	38.1	39.3	58.3	58.9	6	4.2/258	F.I.	8.1	176@4,750	219@2,500	23.6	9	8.75	2.88	A3	R	15	40
XJ-S Coupe	102	191.3	70.6	49.6	3,980	37	43.5	58.6	59.2	V-12	5.3/326	F.I.	11.5	262@5,000	290@3,000	24	21	11	2.88	A3	R	15	38.4
LANCIA Zagato	92.5	164.6	64.6	49.7	2,750	N.A.	N.A.	55.4	54.8	4	2.0/121.7	F.I.	8.3	108@5,500	114@2,500	14.5	8.8	4.7	3.93	M5	F	14	33.5
LOTUS Esprit S3 (1983 est.)	96	165	73	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12	5.5	4.38	M5	R	14	38
Turbo Esprit (1983 est.)	96	165	73	44	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12	N.A.	4.38	M5	R	15	38
LUV Series 12	104.3	174.5	63	59.3	2,615	38.1	42.4	53.8	53.8	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	13.2	6.8	4.2	3.42	M5	R	14	34.8
Series 12 (Long w.b.)	117.9	191.6	63	59.8	2,710	38.1	42.4	54.2	54.2	4	1.8/110.8	2V	8.5	80@4,800	95@3,000	19.1	6.8	4.2	3.42	M5	R	14	38.7
Series 12 4WD (diesel)	104.3	174.5	63.1	61	2,852	38.1	42.4	54.2	54.2	4	2.2/136.6	F.I.	21	58@4,300	93@2,200	13.2	8.5	4.8	4.1	M4	4	14	35.4
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36	N.A.	60	60	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11	3.54	A3	R	15	40
Merak SS	102.3	180	69.6	44.6	2,905	35	43	58	58.9	V-6	3.0/180.9	3-2V	8.5	180@6,000	185@3,000	20.6	16.9	8	4.37	A3	R	15	34.4
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	5.5	3.7	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.9	2V	9	68@5,000	82@3,000	11.1	5.5	3.7	3.85	M4	F	13	30.2
GLC Wagon	91.1	165.4	62.8	56.3	2,130	38.6	40.6	51	51.6	4	1.5/90.9	2V	9	63@5,000	82@3,000	11.9	6	3.2	3.73	M4	R	13	28.8

specifications, imported makes

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Headroom—front seat to headliner (in.)	Legroom—front floor to front seat back (in.)	Front tread (in.)	Read tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburation	Compression Ratio	Net BHP at RPM	Net torque (ft. lbs.) at RPM	Fuel tank (U. S. gals.)	Cooling system (qts.) with heater	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning circle (dia. in ft.)
RX-7	95.3	170.1	65.7	49.6	2,345	37.2	41.5	55.9	55.1	Rotary	1.1/70	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
626 Sedan	98.8	173.8	65.4	54.5	2,585	37.7	40.2	53.9	54.3	4	2.0/120.2	2V	8.6	74@4,500	105@2,500	14.5	7.9	4.6	3.64	M5	R	13	31.5
B2000 Pickup	106.9	175	65.4	61.4	2,570	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	14.8	7.6	4.1	3.31	M4	R	14	38
B2000-pickup (Long w.b.)	112.8	186.6	65.4	61.4	2,660	38.1	39.9	51.2	51.2	4	2.0/120	2V	8.6	77@4,300	109@2,400	17.4	7.6	4.1	3.64	M5	R	14	40
B2200 Pickup (Diesel)	106.9	175	65.4	61.4	2,735	38.1	39.9	51.2	51.2	4	2.2/134.8	F.I.	22	58@4,000	88@2,500	14.8	10	6.1	3.9	M5	R	14	40
MERCEDES-BENZ 240 Diesel Sed.	110	190.9	70.3	56.6	3,130	38.3	41.9	58.6	56.9	4	2.4/146.4	F.I.	21	67@4,000	97@2,400	17.2	10.5	6.8	3.69	M4	R	14	38
300D Sedan (turbo)	110	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	21.1	11.6	6.8	3.07	A4	R	14	37
300CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	21.1	11.6	6.8	3.07	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	38.5	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	20.3	13.2	7.9	3.07	A4	R	14	39
300 TD Wagon (turbo)	110	190.9	70.3	57.9	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	120@4,350	170@2,400	18.5	13.2	7.9	3.07	A4	R	14	37
380 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
380 SL Coupe	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.5	13.2	8.5	2.47	A4	R	14	34.4
380 SEC Coupe	112.2	199.2	72	55.4	3,760	37.8	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	22.4	13.2	8.5	2.47	A4	R	14	38.1
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120.3	F.I.	8.35	96@4,900	116@3,300	18	7.5	4.2	3.89	M5	R	14	35
505 Sedan Diesel	107.9	186.7	68.4	56.4	3,190	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	18	10.6	5.3	3.7	M5	R	14	35
505 Turbodiesel	107.9	186.7	68.4	56.4	3,250	N.A.	N.A.	57.5	56.5	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	14	35
504 Diesel Wagon	114	194.4	66.7	61	3,300	39.7	40.9	56	53.5	4	2.3/140.6	F.I.	23	71@4,500	99@2,500	15.8	10.5	5.3	4.11	M5	R	14	37.4
604 Turbodiesel Sedan	110.2	192.3	69.7	56.3	3,500	N.A.	N.A.	58.7	56.3	4	2.3/140.6	F.I.	21	80@4,150	135.6@2,000	18	10.6	5.7	3.58	M5	R	15	37.8
PORSCHE 924	94.5	170	66.3	50	2,613	N.A.	N.A.	55.9	54	4	2.0/121	F.I.	9	110@5,750	111.3@3,500	17.4	5.3	7.4	4.11	M5	R	14	30.8
924 Turbo	94.5	170	66.3	50.2	2,779	N.A.	N.A.	55.9	54.8	4	2.0/121	F.I.	8	154@5,500	154.8@3,300	17.4	5.8	7.4	3.89	M5	R	15	30.8
928	98.4	175.7	72.3	50.5	3,351	N.A.	N.A.	61.1	60.2	V-8	4.5/273	F.I.	9	220@5,500	265@4,000	22.7	16	7.9	2.75	M5	R	15	31.5
911SC	89.5	168.9	65	51.6	2,756	N.A.	N.A.	53.9	54.3	H06	3.0/183	F.I.	9.3	172@5,500	175@4,200	21.1	—	13.7	3.88	M5	R	15	33.5
RENAULT Le Car 3-dr.	95.2	142.5	60	55	1,820	37	39.3	50.2	49.3	4	1.4/85.2	2V	8.8	N.A.	N.A.	10	6.5	3.5	3.6	M4	F	13	32
18i Sedan	96.1	178.7	66.5	55.3	2,261	37.4	41.3	55.7	53.4	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	14	N.A.	4.5	3.78	M4	F	13	34.6
18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	1.6/101	F.I.	8.6	81.3@5,500	86.3@2,500	14	N.A.	4.5	3.78	M4	F	13	34.6
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53	4	1.6/101	F.I.	8	107@5,500	120@2,500	14.8	N.A.	4.6	4.12	M5	F	13	35.7
ROLLS-ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37
Silver Spur	124.5	211.8	74	58.5	5,040	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	37.4	41	60.5	60.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	28.5	16.9	10	3.07	A3	R	15	37
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36	37	57.5	57.5	V-8	6.8/412	F.I.	8	N.A.	N.A.	26	17.3	8.8	3.07	A3	R	15	37
Camargue	120.1	207.5	75.5	58.2	5,194	36	39.5	60	59.6	V-8	6.8/412	F.I.	8	N.A.	N.A.	28	17.3	8.8	3.07	A3	R	15	37
SAAB 900 Sedan	99.4	187.6	66.5	55.9	2,650	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	9.25	110@5,250	119@3,500	16.6	10.8	4	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.4	187.6	66.5	55.9	2,612	36.8	41.7	55.9	56.3	4	2.0/121.1	F.I.	7.2	135@4,800	160@3,500	16.6	10.8	4	3.67	M5	F	15	34.8
SAPPORO	99.6	180	65.9	52.8	2,756	36.8	41.1	54.1	53.3	4	2.6/156	2V	8.2	100@5,000	137@2,500	15.8	8.1	4	3.31	M5	R	14	32.8
SUBARU Sedan DL	96.9	167.3	63.4	53.7	2,130	38.2	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Sedan GL	96.9	168.1	63.6	53.7	2,190	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hardtop DL	96.9	167.3	63.4	53.1	2,110	37.7	39.3	52.4	53	H04	1.6/97.3	2V	9	67@4,800	86@2,800	15.8	5.6	3.8	3.7	M5	F	13	31.5
Hatchback GL	93.7	157.9	63.6	53.7	2,120	38.2	39.3	52.4	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	13.2	5.6	3.8	3.7	M5	F	13	30.7
Hatchback GL 4WD	93.3	156.7	63.8	55.7	2,240	38.2	39.3	52.6	53.9	H04	1.8/109	2V	8.7	71@4,400	94@2,400	11.9	5.6	3.8	3.89	M4	4	13	30.7
Wagon GL	96.7	169.3	63.6	54.7	2,310	38.2	39.3	52.5	53	H04	1.8/109	2V	8.7	71@4,400	94@2,400	15.8	5.6	3.8	3.7	M5	F	13	31.5
Wagon DL 4WD	96.3	168.3	63.8	56.9	2,375	38.2	39.3	52.6	53.7	H04	1.8/109	2V	8.7	71@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
BRAT DL 4WD	96.3	169.3	64.4	56.5	2,220	37.6	38.7	52.6	53.7	H04	1.8/109	2V	8.7	71@4,400	94@2,400	14.5	5.6	3.8	3.89	M4	4	13	31.5
TOYOTA Starlet	90.6	152.2	60	53	1,724	37.3	40.9	50.7	50.2	4	1.3/78.7	2V	9	58@5,200	67@3,600	10.6	6	3.2	3.15	M5	R	13	30
Tercel Sedan 2-dr.	98.4	161.2	61	52.6	1,900	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@5,200	75@2,800	11.9	5.4	3.4	3.31	M4	F	13	36.1
Tercel Liftback	98.4	161.2	61	52.6	1,940	37.8	42.8	52.4	51.8	4	1.5/88.6	2V	9	62@5,200	75@2,800	11.9	5.4	3.4	3.58	M5	F	13	36.1
Corolla 4-dr. Sedan	94.5	166.3	63.4	53	2,310	37.8	42.1	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M4	R	13	33.4
Corolla Wagon	94.5	168.9	63.4	53	2,330	37.4	42.1	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	12.4	8.5	3.5	3.31	M5	R	13	33.4
Corolla Liftback	94.5	168.3	64	50.8	2,330	36.6	41.6	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M5	R	13	33.4
Corolla Hardtop	94.5	168.3	64	50.8	2,299	38.6	41.6	52.2	52.6	4	1.8/108	2V	9	70@4,600	93@2,400	13.2	8.5	3.5	3.31	M5	R	13	33.4
Corona Sedan	99.4	176.8	65.2	53.9	2,599	37.6	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	8.9	5	3.31	A4	R	14	36
Corona Liftback	99.4	176.8	65.2	53	2,619	36.5	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	8.9	5	3.31	A4	R	14	36
Corona Wagon	99.4	180.5	65.2	54.3	2,619	36.7	40.7	53.1	53.1	4	2.4/144.4	2V	9	96@4,800	129@2,800	15.6	8.9	5	3.31	M5	R	14	36
Celica ST Sport Coupe	98.4	176.2	65.6	52	2,513	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	9.5	4.7	3.31	M5	R	14	32.8
Celica GT Liftback	98.4	176.6	65.6	52	2,533	37.4	43	54.9	53.7	4	2.4/144.4	2V	9	96@4,800	129@2,800	16.1	9.5	4.7	3.31	M5	R	14	32.8
Celica Supra	103	183.5	66.3	52	2,932	37.4	43	56.3	55.1	6	2.8/168.4	F.I.	8.8	145@5,200	155@4,400	16.1	9.5	4.7	3.31	M5	R	14	35.4
Cressida Sedan	104.1	184.8	66.5	54.3	2,861	38.2	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	17.2	9.5	4.6	3.73	A4	R	14	34.8
Cressida Wagon	104.1	185.2	66.5	55.5	2,905	38.5	41.6	54.7	54.5	6	2.8/168.4	F.I.	8.8	116@4,800	145@3,600	17.2	9.5	4.6	3.73	A4	R	14	34.8
Pickup	101.8	169.5	63.4	60.8	2,515	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	13.5	8.9	4	3.42	M4	R	14	37.4
Long-bed Pickup	110.2	184.6	63.4	60.8	2,560	38	40.4	53	53.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	16	8.9	4	3.42	M5	R	14	40
Long bed Pickup (diesel)	110.2	184.6	63.4	60.8	2,770	38	40.4	53	53.1	4	2.2/134	F.I.	21.5	62@4,200	93@2,400	16	11.1	6.1	3.9	M5	R	14	40
Pickup 4WD	102.2	171.1	66.5	68.7	2,960	38	40.4	55.9	55.1	4	2.4/144.4	2V	9	100@4,800	129@2,800	13.5	8.9	4	4.1	M4	4	15	38.7
Land Cruiser Hardtop	90	157.3	65.6	76.8	3,880	43	N.A.	55.7	55.1	6	4.2/258	2V	8.3	125@3,600	200@1,800	22.2	16.9	7.4	3.7	M4	4	15	34.7
VOLKSWAGEN Rabbit Conv.	94.5	155.3	63.4	55.6	2,204	N.A.	41.8	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,159	N.A.	N.A.	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Jetta	94.5	167.8	63.4	55.5	2,026	N.A.	N.A.	54.7	53.5	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	10.6	7.3	4.7	3.89	M5	F	13	31.2
Quantum coupe	100	178.1	66.9	55.1	2,271	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Sedan	100	180.2	66.9	55.1	2,271	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Quantum Wagon	100	183.1	66.9	55.1	2,350	N.A.	N.A.	55.7	56	4	1.7/105	F.I.	8.2	74@5,000	90@3,000	15.8	7.3	4.7	4.11	M5	F	13	31.5
Vanagon	96.9	179.9	72.6	77.2	3,175	N.A.	N.A.	61.8	61.8	H04	2.0/120.2	F.I.	7.3	67@4,200	101@3,000	15.9	Air	3.7	4.57	M5	R	14	34.5
VOLVO DL Sedan	104.3	192.5	67.3	56.2	2,879	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	9.3	98@5,000	112@3,000	15.8	11.5	4	3.54	M5	R	14	32.2
DL Wagon (diesel)	104.3	192.5	67.3	57.5	3,177	37.4	39.8	56.3	53.5	6	2.4/145	F.I.	23	78@4,800	98@2,800	15.8	11.5	7.4	3.54	M5	R	14	32.2
GLT 2-door (turbo)	104.3	192.5	67.3	56.2	2,967	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	127@5,400	150@3,750	15.8	11.5	4.7	3.73	M5	R	15	32.2
GLE Sedan	104.3	192.5	67.3	56.2	3,095	37.4	39.8	56.3	53.5	V-6	2.8/163	F.I.	8.8	134@5,500	153@2,750	15.8	11.5	6.8	3.54	A3	R	14	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of abbreviations:
N.A.—Information not available.
F.I.—Fuel injection.
H.O.—Horizontally opposed.

TOTAL SERVICE AND PARTS MARKET

(Billions of Dollars)

	1976	1977	1978	1979	1980	1981
Franchised New Car and Truck Dealers	17.4	18.2	20.1	22.2	22.7	23.4
Auto Repair Shops*	12.1	13.4	15.2	17.7	18.7	19.8
Tire, Battery, and Accessory Dealers	8.8	10.5	11.5	13.2	14.9	16.7
Gasoline Service Stations	4.9	5.1	5.4	5.7	6.3	6.4
Mass Merchandisers	4.3	4.9	5.4	5.9	6.3	6.8
All Others**	1.3	1.5	1.7	1.8	1.8	1.9
TOTAL	48.8	53.6	59.3	66.5	70.7	75.0

* Includes independent and franchised repair shops.
** Includes non-franchised dealers, farm equipment dealers, and fleet shops.
Note: Revenue for each type of repair facility includes tire sales.
Source: NADA Industry Analysis Division and U. S. Bureau of Census.

1981 SERVICE AND PARTS MARKET

(Billions of Dollars)

-	Total Including Tires	Percent of Total	Tire Sales**	Total Excluding Tires	Percent of Total
Franchised New Car Dealers	$23.4	31.3	$ .3	$23.2	37.6
Auto Repair Shops*	19.8	26.4	.1	19.7	31.9
TBA Dealers	16.7	22.2	8.0	8.7	14.1
Service Stations	6.4	8.5	1.5	4.9	7.9
Mass Merchandisers	6.8	9.1	3.2	3.6	5.8
All Others	1.9	2.5	.3	1.6	2.6
TOTAL	75.0	100.0	13.3	61.7	100.0

* Includes independent and franchised repair shops. ** Data derived from Modern Tire Dealer.
Source: NADA Industry Analysis Division.

1982 U. S. MODELS BY MAKE

	4-door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1982 Totals	(Final 1981 Totals)**
AMERICAN MOTORS	5	13	0	5	23	(23)
Concord	3	3	0	3	9	(9)
Eagle	2	2	0	2	6	(6)
Eagle SX/4, Kammback	0	4	0	0	4	(4)
Spirit	0	4	0	0	4	(4)
CHRYSLER CORP.	20	20	3	5	48	(48)
Chrysler (Std.)***	0	0	0	0	0	(2)
New Yorker (Int.)***	1	0	0	0	1	(0)
Cordoba	0	2	0	0	2	(2)
LeBaron	2	2	2	1	7	(8)
Dodge (Std.)	0	0	0	0	0	(1)
Aries	3	3	0	2	8	(8)
Diplomat	2	0	0	0	2	(8)
Dodge 400	2	2	1	0	5	(0)
Mirada	0	1	0	0	1	(1)
Omni	3	0	0	0	3	(2)
024	0	3	0	0	3	(2)
Imperial	0	1	0	0	1	(1)
Plymouth (Std.)***	0	0	0	0	0	(1)
Gran Fury (Int.)***	1	0	0	0	1	(0)
Horizon	3	0	0	0	3	(2)
Reliant	3	3	0	2	8	(8)
TC3	0	3	0	0	3	(2)
FORD MOTOR CO.	32	46	0	15	93	(74)
Ford (Std.)	3	2	0	3	8	(8)
Escort	4	5	0	3	12	(10)
EXP	0	1	0	0	1	(1)
Fairmont Futura	1	2	0	0	3	(7)
Granada	3	3	0	2	8	(6)
Mustang	0	6	0	0	6	(5)
Thunderbird	0	3	0	0	3	(3)
Lincoln (Std.)	3	0	0	0	3	(2)
Continental	3	0	0	0	3	(0)
Mark VI	3	4	0	0	7	(4)
Mercury (Std.)	3	2	0	2	7	(7)
Capri	0	5	0	0	5	(2)
Cougar	2	2	0	1	5	(2)
Cougar XR-7	0	2	0	0	2	(1)
Lynx	5	6	0	4	15	(10)
LN7	0	1	0	0	1	(1)
Zephyr	2	2	0	0	4	(5)
GENERAL MOTORS	54	67	1	15	137	(127)
Buick (Std.)	4	4	0	2	10	(10)
Century	2	2	0	0	4	(4)
Regal	2	3	0	1	6	(3)
Riviera	0	2	1	0	3	(2)
Skylark	3	3	0	0	6	(6)
Skyhawk	2	2	0	0	4	(0)
Cadillac (Std.)	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	0	0	1	(1)
Seville	1	0	0	0	1	(1)
Chevrolet (Std.)	2	1	0	3	6	(9)
Camaro	0	3	0	0	3	(3)
Cavalier	3	5	0	3	11	(8)
Celebrity	1	1	0	0	2	(0)
Chevette	2	2	0	0	4	(3)
Citation	1	2	0	0	3	(2)
Corvette	0	2	0	0	2	(1)
Malibu Classic	1	0	0	1	2	(7)
Monte Carlo	0	1	0	0	1	(2)
Oldsmobile (Std.)	5	3	0	1	9	(10)
Cutlass/Supreme	2	3	0	1	6	(8)
Cutlass Ciera	3	3	0	0	6	(0)
Firenza	2	2	0	0	4	(0)
Omega	2	2	0	0	4	(4)
Toronado	0	1	0	0	1	(1)
Pontiac (Std.)	0	0	0	0	0	(8)
Bonneville G	2	0	0	1	3	(0)
Firebird	0	3	0	0	3	(4)
Grand Prix	0	3	0	0	3	(3)
J2000	3	5	0	2	10	(7)
LeMans	0	0	0	0	0	(7)
Phoenix	3	3	0	0	6	(4)
Pontiac 6000	2	2	0	0	4	(0)
T1000	1	1	0	0	2	(2)
VOLKSWAGEN †	2	4	0	0	6	(6)
Rabbit	2	4	0	0	6	(6)
1982 TOTALS	113	150	4	40	307	
1981 TOTALS (End of Model Year)	87	141	0	50		(278)

*—2-door total includes hatchbacks, which some makers list as 3-door models.
**—Revised 1981 totals.
***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.
†—Volkswagen of America total includes only U. S.-built models.

RETAIL PRICES, U. S. MODELS

This table represents 1982 domestic prices in effect April 1, 1982, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned.

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	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
AMERICAN MOTORS—Spirit 4		$ 5,476	$ 5,576			$411	$199	$ 99	$ 99	$609
Spirit DL 4		5,859	5,959			411	199	99	99	609
Concord 4	$ 6,254	5,954			$ 7,013	411	199	99	99	679
Concord DL 4	6,761	6,716			7,462	411	199	99	99	679
Concord Limited 4	7,258	7,213			7,959	411	199	99	99	679
Eagle SX/4 4			7,451			411	Std.	Std.	99	609
Eagle SX/4 DL 4			7,903			411	Std.	Std.	99	609
Eagle Kammback 4		6,799				411	Std.	Std.	99	609
Eagle Kammback DL 4		7,369				411	Std.	Std.	99	609
Eagle DL 4	8,869	8,719			9,566	411	Std.	Std.	99	679
Eagle Limited 4	9,316	9,166			10,013	411	Std.	Std.	99	679
BUICK—Skyhawk Custom 4	7,489	7,297				370	180	Std.	Std.	625
Skyhawk Limited 4	7,931	7,739				370	180	Std.	Std.	625
Skylark 4	7,647	7,477				396	Std.	Std.	Std.	675
Skylark Limited 4	8,079	7,9[illegible]7				396	Std.	Std.	Std.	675
Skylark Sport 4	8,219	8,048				396	Std.	Std.	Std.	675
Century 4	9,141	8,980				Std.	Std.	Std.	Std.	625
Century Limited 4	9,581	9,418				Std.	Std.	Std.	Std.	625
Regal V-6	8,862	8,712				Std.	Std.	Std.	99	675
Regal Sport Coupe V-6		9,738				Std.	Std.	Std.	99	675
Regal Limited V-6	9,364	9,266				Std.	Std.	Std.	99	675
Regal Estate Wagon V-8					9,058	Std.	Std.	Std.	99	675
Le Sabre V-6	8,876	8,774				Std.	Std.	Std.	99	695
Le Sabre Limited V-6	9,331	9,177				Std.	Std.	Std.	99	695
Le Sabre Estate Wagon V-8					10,669	Std.	Std.	Std.	99	695
Electra Limited V-6	11,884	11,713				Std.	Std.	Std.	Std.	Std.
Electra Park Avenue V-6	13,559	13,408				Std.	Std.	Std.	Std.	Std.
Electra Estate Wagon V-8					12,911	Std.	Std.	Std.	Std.	Std.
Riviera V-6		14,272				Std.	Std.	Std.	Std.	Std.
Riviera T Type V-6		14,940				Std.	Std.	Std.	Std.	Std.
Riviera Convertible V-6				$23,994		Std.	Std.	Std.	Std.	Std.
CADILLAC—Cimarron 4	12,181					370	Std.	Std.	Std.	Std.
deVille V-8	15,699	15,249				Std.	Std.	Std.	Std.	Std.
Fleetwood Brougham V-8	18,567	18,096				Std.	Std.	Std.	Std.	Std.
Eldorado V-8		18,716				Std.	Std.	Std.	Std.	Std.
Seville V-8	23,433					Std.	Std.	Std.	Std.	Std.
Limousine V-8-6-4	28,003					Std.	Std.	Std.	Std.	Std.
Formal Limousine V-8-6-4	28,983					Std.	Std.	Std.	Std.	Std.
CHEVROLET—Chevette Scooter 4	5,238		4,997			380	190	93	78	595
Chevette 4	5,660		5,513			380	190	93	Std.	595
Chevette Diesel 4	6,727		6,579			380	190	93	Std.	595
Cavalier Cadet 4	6,433	6,278			6,704	370	180	Std.	142*	625
Cavalier 4	7,187	7,016	7,249		7,404	370	180	Std.	Std.	625
Cavalier CL 4	8,187	7,994	8,331		8,502	370	Std.	Std.	Std.	625
Citation 4	6,899	6,297	6,754			396	195	93	Std.**	675
Camaro 4		7,631				396	Std.	Std.	111	675
Camaro Berlinetta V-6		9,266				396	Std.	Std.	111	675
Camaro Z-28 V-8		9,700				72	Std.	Std.	111	675
Celebrity 4	8,463	8,313				Std.	Std.	Std.	Std.	675
Malibu Classic V-6	8,137				8,266	Std.	Std.	Std.	111	675
Monte Carlo V-6		8,177				Std.	Std.	Std.	111	675
Impala V-6	7,918					Std.	Std.	Std.	111	695
Impala Wagon V-8 (2-seat)					8,516	Std.	Std.	Std.	111	695
Impala Wagon V-8 (3-seat)					8,670	Std.	Std.	Std.	111	695
Caprice Classic V-6	8,367	8,221				Std.	Std.	Std.	111	695
Caprice Wagon V-8 (3-seat)					9,051	Std.	Std.	Std.	111	695
Corvette V-8		18,290				Std.	Std.	Std.	Std.	Std.
Corvette Collector Edition V-8		22,538				Std.	Std.	Std.	Std.	Std.

*—Cavalier Cadet radio price includes digital clock.
**—Radio is $78 on Citation slantback 2-door; standard on 4-door sedan and 2-door hatchback.

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
CHRYSLER—LeBaron 4	8,237	8,143				396	Std.	Std.	Std.	676
LeBaron Medallion 4	8,502	8,408				396	Std.	Std.	Std.	676
LeBaron Town & Country 4					9,425	Std.	Std.	Std.	Std.	676
LeBaron Convertible 4				12,300		Std.	Std.	Std.	Std.	676
LeBaron Mark Cross 4				14,600		Std.	Std.	Std.	Std.	676
Cordoba LS 6		8,258				Std.	Std.	Std.	Std.	731
Cordoba 6		9,197				Std.	Std.	Std.	Std.	731
New Yorker 6	11,391					Std.	Std.	Std.	Std.	Std.
DODGE—Omni Miser 4	5,499					396	190	93	78	612
Omni Custom 4	6,311					396	190	93	Std.	612
Omni E-Type 4	6,636					396	190	93	Std.	612
024 Miser 4			5,799			396	190	93	78	612
024 Custom 4			6,421			396	190	93	Std.	612
024 Charger 2.2 4			7,345			396	190	93	Std.	612
Aries 4	6,629	5,990				396	195	93	78	676
Aries Custom 4	7,053	6,898			7,334	396	195	93*	Std.	676
Aries Special Edition 4	7,736	7,575			8,101	396	Std.	Std.	Std.	676
Dodge 400 4	8,137	8,043				396	Std.	Std.	Std.	676
Dodge 400 LS 4	8,402	8,308				396	Std.	Std.	Std.	676
Dodge 400 Convertible 4				12,300		Std.	Std.	Std.	Std.	676
Diplomat Salon 6	7,750					Std.	Std.	Std.	Std.	731
Diplomat Medallion 6	8,799					Std.	Std.	Std.	Std.	731
Mirada 6		8,619				Std.	Std.	Std.	Std.	731

*—Power brakes are standard on Aries Custom Wagon.

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
FORD—Escort 4	5,668		5,462			411	190	93	61	611
Escort L 4	6,263		6,046		6,461	411	190	93*	Std.	611
Escort GL 4	6,622		6,406		6,841	411	190	93*	Std.	611
Escort GLX 4	7,207		6,990		7,380	411	190	93*	Std.	611

RETAIL PRICES, U. S. MODELS

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond
Escort GT 4			$ 6,840			$411	$190	$ 93	Std.	$611
EXP 4			7,387			411	190	Std.	Std.	611
Fairmont Futura 4	$ 6,419	$ 5,985				411	195	Std.	Std.	676
Fairmont Futura Coupe 4		6,517				411	195	Std.	Std.	676
Mustang L 4		6,345				411	190	93	Std.	676
Mustang GL 4		6,844	6,979			411	190	93	Std.	676
Mustang GLX 4		6,980	7,101			411	190	93	Std.	676
Mustang GT V-8			8,308			411	Std.	Std.	Std.	676
Granada L 4	7,301	7,126				411	195	Std.	Std.	676
Granada L Wagon 6					$ 7,983	Std.	195	Std.	Std.	676
Granada GL 4	7,718	7,543				411	195	Std.	Std.	676
Granada GL Wagon 6					8,399	Std.	195	Std.	Std.	676
Granada GLX 4	7,840	7,666				411	195	Std.	Std.	676
Thunderbird 6		8,492				Std.	Std.	Std.	Std.	676
Thunderbird Town Landau 6		9,703				Std.	Std.	Std.	Std.	676
Thunderbird Heritage V-6		12,742				Std.	Std.	Std.	Std.	Std.
LTD S V-8	8,312				8,783	Std.	Std.	Std.	Std.	695
LTD V-8	8,574	8,455			9,073	Std.	Std.	Std.	Std.	695
LTD Crown Victoria V-8	9,294	9,149				Std.	Std.	Sto.	Std.	695
LTD Country Squire V-8					9,580	Std.	Std.	Std.	Std.	695
*—Power brakes are standard on Escort Wagons.										
IMPERIAL		20,988				Std.	Std.	Std.	Std.	Std.
LINCOLN—Continental V-6—V-8	21,302					Std.	Std.	Std.	Std.	Std.
Continental Signature V-6—V-8	24,456					Std.	Std.	Std.	Std.	Std.
Continental Givenchy V-6—V-8	24,803					Std.	Std.	Std.	Std.	Std.
Lincoln Town Car V-8	16,100					Std.	Std.	Std.	Std.	Std.
Lincoln Signature V-8	17,394					Std.	Std.	Std.	Std.	Std.
Lincoln Cartier V-8	18,652					Std.	Std.	Std.	Std.	Std.
Mark VI V-8	19,924	19,452				Std.	Std.	Std.	Std.	Std.
Mark VI Signature V-8	22,720	22,252				Std.	Std.	Std.	Std.	Std.
Mark VI Givenchy V-8		22,781				Std.	Std.	Std.	Std.	Std.
Mark VI Bill Blass V-8		23,653				Std.	Std.	Std.	Std.	Std.
Mark VI Pucci V-8	23,524					Std.	Std.	Std.	Std.	Sto.
MERCURY—Lynx 4	5,709		5,502			411	190	93	$ 61	611
Lynx L 4	6,376		6,159		6,581	411	190	93*	Std.	611
Lynx GL 4	6,688		6,471		6,899	411	190	93*	Std.	611
Lynx GS 4	7,378		7,162		7,499	411	190	93*	Std.	611
Lynx LS 4	8,136		7,919		8,256	411	190	93*	Std.	611
Lynx RS 4			6,869			411	190	93	Std.	611
LN7 4			7,787			411	190	Std.	Std.	611
Zephyr 4	6,411					411	195	Std.	Std.	676
Zephyr Z-7 4		6,309				411	195	Std.	Std.	676
Zephyr GS 4	6,734					411	195	Std.	Std.	676
Zephyr GS Z-7 4		6,670				411	195	Std.	Std.	676
Capri 4			6,711			411	190	Std.	Std.	676
Capri L 4			7,245			411	190	Std.	Std.	676
Capri GS 4			7,432			411	190	Std.	Std.	676
Capri RS V-8			8,107			N.A.	Std.	Std.	Std.	676
Capri Black Magic 4			7,946			411	190	Std.	Std.	676
Cougar GS 6	8,158	7,983			8,216	Std.	195	Std.	Std.	676
Cougar LS 6	8,587	8,415				Std.	195	Std.	Std.	676
Cougar XR-7 GS 6		9,094				Std.	Std.	Std.	Std.	676
Cougar XR-7 LS 6		9,606				Std.	Std.	Std.	Std.	676
Marquis V-8	8,674				9,198	Std.	Std.	Std.	Std.	695
Marquis Brougham V-8	9,767	9,490				Std.	Std.	Std.	Std.	695
Grand Marquis V-8	10,456	10,188				Std.	Std.	Std.	Std.	695
Colony Park V-8					10,252	Std.	Std.	Std.	Std.	695
*—Power brakes are standard on Lynx Wagons.										
OLDSMOBILE—Firenza 4	7,448					370	Std.	Std.	Std.	625
Firenza LX 4	8,080					370	Std.	Std.	Std.	625
Firenza S 4			7,413			370	Std.	Std.	Std.	625
Firenza SX 4			8,159			370	Std.	Std.	Std.	625
Omega 4	7,574	7,388				396	Std.	Std.	Std.	675
Omega Brougham 4	7,891	7,722				396	Std.	Std.	Std.	675
Cutlass Ciera 4	8,997	8,847				Std.	Std.	Std.	Std.	675
Cutlass Ciera LS 4	9,157	8,968				Std.	Std.	Std.	Std.	675
Cutlass Ciera Brougham 4	9,599	9,397				Std.	Std.	Std.	Std.	675
Cutlass Supreme V-6	8,712	8,588				Std.	Std.	Std.	99	675
Cutlass Supreme Brougham V-6	9,255	9,160				Std.	Std.	Std.	99	675
Cutlass Cruiser V-6					8,905	Std.	Std.	Std.	99	675
Cutlass Calais V-8		9,379				Std.	Std.	Std.	99	675
Delta 88 V-6	8,603					Std.	Std.	Std.	99	695
Delta 88 Royale V-6	8,894	8,733				Std.	Std.	Std.	99	695
Delta 88 Royale Brougham V-6	9,293	9,202				Std.	Std.	Std.	99	695
Custom Cruiser V-8					9,614	Std.	Std.	Std.	99	695
Ninety-Eight Regency V-6	12,294	12,117				Std.	Std.	Std.	Std.	Std.
Ninety-Eight Regency Brougham V-6	13,344					Std.	Std.	Std.	Std.	Std.
Toronado Brougham V-6		14,462				Std.	Std.	Std.	Std.	Std.
PLYMOUTH—Horizon Miser 4	5,499					396	190	93	78	612
Horizon Custom 4	6,311					396	190	93	Std.	612
Horizon E-Type 4	6,636					396	190	93	Std.	612
TC3 Miser 4			5,799			396	190	93	78	612
TC3 Custom 4			6,421			396	190	93	Std.	612
TC3 Turismo 2.2 4			7,345			396	190	93	Std.	612
Reliant 4	6,629	5,990				396	195	93	78	676
Reliant Custom 4	7,053	6,898			7,334	396	195	93*	Std.	676
Reliant Special Edition 4	7,736	7,575			8,101	396	Std.	Std.	Std.	676
Gran Fury 6	7,750					Std.	Std.	Std.	Std.	731
*—Power brakes are standard on Reliant Custom Wagon.										
PONTIAC—T1000 4	5,945		5,782			380	190	93	Std.	595

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AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1969	$3,400
1970	$3,430
1971	$3,730
1972	$3,690
1973	$3,930
1974	$4,390
1975	$4,750
1976	$5,470
1977	$6,120
1978	$6,470
1979	$6,950
1980	$7,340
1981	$8,850

SOURCE: NADA

1982 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1982 Totals	(Final 1981 Totals)**
SUBCOMPACTS	30	48	0	12	90	(64)
Cavalier	3	5	0	3	11	(8)
Chevette	2	2	0	0	4	(3)
Eagle SX/4, Kammback	0	4	0	0	4	(4)
Escort	4	5	0	3	12	(10)
EXP	0	1	0	0	1	(1)
Firenza	2	2	0	0	4	(0)
Horizon	3	0	0	0	3	(2)
J2000	3	5	0	2	10	(7)
LN7	0	1	0	0	1	(1)
Lynx	5	6	0	4	15	(10)
Omni	3	0	0	0	3	(2)
024	0	3	0	0	3	(2)
Rabbit	2	4	0	0	6	(6)
Skyhawk	2	2	0	0	4	(0)
Spirit	0	4	0	0	4	(4)
TC3	0	3	0	0	3	(2)
T1000	1	1	0	0	2	(2)
COMPACTS	23	42	0	9	74	(73)
Aries	3	3	0	2	8	(8)
Camaro	0	3	0	0	3	(3)
Capri	0	5	0	0	5	(2)
Citation	1	2	0	0	3	(2)
Concord	3	3	0	3	9	(9)
Eagle	2	2	0	2	6	(6)
Fairmont Futura	1	2	0	0	3	(7)
Firebird	0	3	0	0	3	(4)
Mustang	0	6	0	0	6	(5)
Omega	2	2	0	0	4	(4)
Phoenix	3	3	0	0	6	(4)
Reliant	3	3	0	2	8	(8)
Skylark	3	3	0	0	6	(6)
Zephyr	2	2	0	0	4	(5)
INTERMEDIATES	28	35	3	8	74	(65)
Bonneville G	2	0	0	1	3	(0)
Celebrity	1	1	0	0	2	(0)
Century	2	2	0	0	4	(4)
Cordoba	0	2	0	0	2	(2)
Cougar	2	2	0	1	5	(2)
Cougar XR-7	0	2	0	0	2	(1)
Cutlass/Supreme	2	3	0	1	6	(8)
Cutlass Ciera	3	3	0	0	6	(0)
Diplomat	2	0	0	0	2	(0)
Dodge 400	2	2	1	0	5	(0)
Granada	3	3	0	2	8	(6)
Grand Prix	0	3	0	0	3	(3)
Gran Fury***	1	0	0	0	1	(0)
LeBaron	2	2	2	1	7	(8)
LeMans	0	0	0	0	0	(7)
Malibu Classic	1	0	0	1	2	(7)
Mirada	0	1	0	0	1	(1)
Monte Carlo	0	1	0	0	1	(2)
New Yorker***	1	0	0	0	1	(0)
Pontiac 6000	2	2	0	0	4	(0)
Regal	2	3	0	1	6	(3)
Thunderbird	0	3	0	0	3	(3)
STANDARD SIZE	17	12	0	11	40	(56)
Buick	4	4	0	2	10	(10)
Chevrolet	2	1	0	3	6	(9)
Chrysler	0	0	0	0	0	(2)
Dodge	0	0	0	0	0	(1)
Ford	3	2	0	3	8	(8)
Mercury	3	2	0	2	7	(7)
Oldsmobile	5	3	0	1	9	(10)
Plymouth	0	0	0	0	0	(1)
Pontiac	0	0	0	0	0	(8)
LUXURY	15	13	1	0	29	(20)
Cadillac	4	2	0	0	6	(6)
Cimarron	1	0	0	0	1	(1)
Continental	3	0	0	0	3	(0)
Corvette	0	2	0	0	2	(1)
Eldorado	0	1	0	0	1	(1)
Imperial	0	1	0	0	1	(1)
Lincoln	3	0	0	0	3	(2)
Mark VI	3	4	0	0	7	(4)
Riviera	0	2	1	0	3	(2)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1982 TOTALS	113	150	4	40	307	
1981 TOTALS (End of Model Year)	87	141	0	50		(278)

*—2-door totals include hatchbacks, which some makers list as 3-door models.

**—Revised '81 totals.

***—The '82 New Yorker and Gran Fury are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

—The '82 Gran Fury and New Yorker are classified as intermediates. The '81 Gran Fury was the standard-size Plymouth. The '81 New Yorker was a standard-size Chrysler.

specifications, U.S. makes

Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Spirit Sedan 4	96	167	72	51.6	2621	38.1	40.8	58.1	57	L4	4 x 3	2.5/151	2V	8.2	NA	NA	21	6.5	4	3.08	R	14	31.5
Spirit Liftback 6	96	167.2	71.9	51.5	2754	38.1	40.8	58.1	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	11	5	2.35	R	14	31.5
Concord Sedan 4	108	185	71	51.3	2822	38.1	40.8	57.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	22	6.5	4	3.08	R	14	34.9
Concord Wagon 6	108	185	71	51.6	2948	38.1	40.8	57.6	57	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	11	5	2.35	R	14	34.9
Eagle Sedan 4	109.3	184	71	55.1	3272	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	22	14	4	3.54	4	15	35.5
Eagle Wagon 6	109.3	184	71	55	3401	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	22	14	5	2.73	4	15	35.5
Eagle SX-4 4	97.2	164.6	73	55	3060	38.1	40.8	59.6	57.6	L4	4 x 3	2.5/151	2V	8.2	NA	NA	21	6.5	4	3.54	4	14	32.6
Eagle Kammback 6	97.2	164.4	73	54.7	3132	38.1	40.8	59.6	57.6	L6	3.75 x 3.9	4.2/258	2V	8.3	NA	NA	21	14	5	2.35	4	14	32.6
BUICK—Skyhawk 2-dr.	101.2	175.3	62	54	2395	37.7	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.32	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62	54	2452	38.5	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	F.I.	9	80 @ 5200	115 @ 2800	13.6	8	5	3.19	F	13	34.7
Skylark 2-dr. 4	104.9	181.1	69.1	53.7	2531	38.2	42.2	58.7	56.9	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14.2	8.3	4	3.32	F	13	38.1
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	56.9	V-6	3.5 x 3	2.8/173	2V	8.4	112 @ 5100	148 @ 2400	14.5	10.2	5	3.32	F	13	38.1
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3245	37.9	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.9	5	2.41	R	14	38.6
Regal 4-dr. V-6	108.1	200.6	71.6	55.4	3260	38.5	42.8	58.5	57.8	V-6	3.96 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	18.1	12.9	5	2.41	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600	18.1	NA	7.5	2.29	R	14	38.9
Century 2-dr. 4	104.9	189.1	66.8	53.6	2683	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	8.9	4	2.39	F	13	38.1
Century 4-dr. V-6	104.9	189.1	66.8	53.6	2819	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2600	15.7	14.4	5	2.53	F	13	38.1
Riviera V-6	114	206.6	71.5	53.7	3700	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21.1	13	5	3.15	F	15	39.8
LeSabre 2-dr. V-6	115.9	218.4	76.2	56	3620	38.8	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.93	R	15	40.3
LeSabre 4-dr. V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25	13	5	2.73	R	15	40.3
Electra 2-dr. V-6	118.9	221.3	75.9	56.8	3803	38.5	42.2	61.8	60.6	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	13	5	3.23	R	15	40.3
Electra 4-dr. V-8	118.9	221.3	75.9	57.7	3862	39.5	42.2	61.8	60.6	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	22	15.6	5	2.73	R	15	40.3
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.6	42.2	62.2	64	V-8	4.05 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	25	15.6	7.5	2.73	R	15	40.5
OPTIONAL ENGINES: Skylark (High Output)										V-6	3.5 x 3	2.8/173	2V	8.9	135 @ 5400	142 @ 2400							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	180 @ 4000	270 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	170 @ 4000	275 @ 2600							
Regal, Century (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Riviera										V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600							
LeSabre. Riviera (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	173	66.3	52	2587	38.1	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8.3	5	3.65	F	13	38.2
Seville	114	204.8	70.9	54.3	3814	38.1	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	20.3	12	6	2.41	F	15	38.4
Eldorado	114	204.5	70.6	54.3	3733	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	20.3	12	6	2.41	F	15	38.4
Coupe deVille	121.4	221	75.4	54.6	3923	38.1	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 2000	25	10.8	5	3.42	R	15	40.5
Brougham Sedan	121.4	221	75.3	56.7	4006	39	42	61.7	60.7	V-8	3.47 x 3.31	4.1/250	F.I.	8.5	125 @ 4200	190 @ 4200	25	10.8	5	3.42	R	15	44.2
OPTIONAL ENGINES: Limo										*	3.8 x 4.06	6.0/368	F.I.	8.2	140 @ 3800	200 @ 1600							
Eldorado, deVille, Brougham, Seville (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
Seville, Eldorado, deVille, Fleetwood										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 3800	210 @ 2000							
***—V-8-6-4 Modulated Displacement engine**																							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.9	2060	38.1	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.4	65 @ 5200	80 @ 3200	12.5	9.2	5	3.36	R	13	30.2
Chevette 4-dr. (diesel)	97.3	164.9	61.8	52.9	2286	38.3	41.6	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	2.2	51 @ 5000	72 @ 2000	12.5	8.5	6	3.36	R	13	30.8
Cavalier 2-dr.	101.2	170.4	66	51.3	2374	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier 4-dr.	101.2	172.4	66.3	53.3	2421	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier Hatchback	101.2	173.5	66	51.3	2441	37.2	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.32	F	13	35.3
Cavalier Wagon	101.2	173	66.3	53.3	2487	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	102 @ 2800	14	9	5	3.65	F	13	35.3
Citation 2-dr. 4	104.9	176.7	68.3	53.5	2483	38.1	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14	8.7	4	3.32	F	13	36.1
Citation 4-dr. V-6	104.9	176.7	68.3	53.5	2571	38.1	42.2	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 5100	148 @ 2400	14	10.7	5	3.32	F	13	36.1
Camaro 4	101	187.8	72	49.8	2850	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.9	13.1	4	3.42	R	14	36.9
Camaro V-6	101	187.8	72	49.8	2926	37	43	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	102 @ 5100	142 @ 2400	16.1	13.1	5	3.23	R	14	36.9
Malibu 4-dr. V-6	108.1	192.7	72.3	55.7	3190	38.7	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	18.9	5	2.40	R	14	37.1
Malibu Wagon V-8	108.1	193.4	71.9	55.8	3468	38.8	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	18.2	16.6	5	2.41	R	14	40
Monte Carlo V-6	108.1	200.4	71.8	54.3	3201	37.6	42.8	58.5	57.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	18.1	15.2	5	2.41	R	14	37.1
Monte Carlo V-8	108.1	200.4	71.8	54.3	3317	37.6	42.8	58.5	57.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	18.1	18.9	5	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	53.7	2691	38.8	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.7	9	4	2.84	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	68.8	53.7	2751	38.6	42.1	58.7	57	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2400	16.4	9	4	2.84	F	13	36.9
Chevrolet 2-dr. V-6	116	212.1	75.3	56.4	3515	38.8	42.2	61.8	60.8	V-6	3.74 x 3.48	3.8/229	2V	8.6	110 @ 4200	170 @ 2000	25	14.2	5	2.73	R	15	38.7
Chevrolet 4-dr. V-8	116	212.1	75.3	56.4	3627	39.5	42.2	61.8	60.8	V-8	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	200 @ 2400	25	17	5	2.41	R	15	38.7
Chevrolet Wagon V-8	116	215.1	79.3	58.1	4158	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 3800	240 @ 2400	22	15.5	5	2.73	R	15	39.7
Corvette	98	185.3	69	48.1	3342	36.2	42.1	58.7	59.5	V-8	4 x 3.48	5.7/350	F.I.	9.0	200 @ 4200	285 @ 2800	24	21.6	5	2.72	R	15	40.4
OPTIONAL ENGINES: Citation										V-6	3.5 x 2.99	2.8/173	2V	8.9	135 @ 5400	145 @ 2400							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	8.6	145 @ 3800	240 @ 3800							
Malibu, Monte Carlo, Celebrity (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Malibu										V-6	3.5 x 3.48	4.4/267	2V	8.3	115 @ 4000	205 @ 2400							
Camaro Z-28										V-8	3.74 x 3.48	5.0/305	F.I.	8.6	165 @ 4200	240 @ 2400							
Chevrolet, Malibu (diesels)										V-8	4 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
CHRYSLER—LeBaron 2-dr. 4	99.9	179.7	68.5	52.6	2481	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	14	34.6
LeBaron 4-dr. 4	99.9	179.7	68.5	53	2577	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 1500	13	8.7	6	2.78	F	14	34.6
LeBaron Wagon 4	99.9	179.8	68.5	52.7	2710	38.5	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	6	2.78	F	14	34.6
Cordoba 6	112.7	210.1	72.7	53.3	3460	37.4	43.3	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
New Yorker 6	118.5	221.5	77.6	54.5	3602	38.6	42.3	61.8	62	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	42.4
Imperial	112.7	213.3	72.7	53.2	4036	37.5	43.4	60	59.5	V-8	3.91 x 3.31	5.2/318	F.I.	8.5	140 @ 4000	245 @ 2000	18	15.5	5	2.20	R	15	40.7
OPTIONAL ENGINES: Cordoba, New Yorker										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000							
DODGE—Omni 2-dr. 1.7 liter	96.6	174	66.7	51.2	2207	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 4800	83 @ 2400	13	6	5	2.69	F	13	34.2
Omni 4 dr. 2.2 liter	99.7	164.8	65.8	53.5	2230	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.9
Charger 2.2	96.6	174	66.7	50.8	2331	37.2	42.4	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	3.13	F	14	34.2
Aries 4-dr. 2.2 liter	99.6	176	68.6	52.6	2327	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.3
Aries Wagon 2.6 liter	99.6	176.2	68.6	52.4	2577	38.6	42.2	57.6	57	L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500	13	8.7	4.7	2.78	F	13	34.3
400 4	99.9	181.2	68.5	52.6	2483	38.2	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	14	34.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3364	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
Mirada 6	112.7	209.5	72.7	53.3	3395	37.5	43.7	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.76	R	15	40.7
OPTIONAL ENGINES: Mirada, Diplomat										V-8	3.91 x 3.31	5.2/318	2V	8.5	130 @ 4000	230 @ 2000							
400										L4	3.59 x 3.86	2.6/156	2V	8.2	92 @ 4500	131 @ 2500							
FORD—EXP	94.2	170.3	63	50.5	2135	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1

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Make and Model	Dimensions									Engine							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat headroom (in.)	Front-seat legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase W/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
Escort 2-dr.	94.2	163.9	65.9	53.3	2011	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1
Escort 4-dr.	94.2	163.9	65.9	53.3	2089	38	41.6	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	34.5
Escort Wagon	94.2	165	65.9	53.3	2118	38	41.5	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	10	6.5	4	3.59	F	13	35.1
Mustang 2-dr. 4	100.4	179.1	69.1	51.4	2644	37.2	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	12.5	10.2	5	2.73	R	13	36.6
Mustang 3-dr. 6	100.4	179.1	69.1	51.4	2778	37.2	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	12.5	9	5	2.73	R	13	36.6
Fairmont 4-dr. 4	105.5	195.5	71	52.9	2768	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	2.73	R	14	39
Fairmont Coupe 6	105.5	197.4	71	51.7	2811	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Granada 2-dr. 4	105.5	196.5	71	52.9	2801	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	3.08	R	14	39
Granada 4-dr. 6	105.5	196.5	71	52.9	2941	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	21	8.4	5	3.08	R	14	39
Granada Wagon V-6	105.5	196.5	71	54.3	3075	38.8	41.3	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600					R	14	38.8
Thunderbird 6	108.4	200.4	74.1	53	3169	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	18	8.4	5	2.73	R	14	40.1
Ford 4-dr. V-8	114.3	209.3	77.5	54.7	3602	37.9	42.1	62.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	122 @ 3400	209 @ 2400	20	14.8	5	3.08	R	14	39.2
Ford Wagon V-8	114.3	215	79.3	57.4	3870	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3400	236 @ 1800	20	13.3	5	3.08	R	14	39.2
OPTIONAL ENGINES: EXP, Escort (high output)										L4	3.15 x 3.13	1.6/976	2V	9	80 @ 5800	88 @ 3400							
Mustang, Thunderbird										V-8	3.69 x 3	4.2/255	2V	8.2	111 @ 3400	194 @ 1600							
Thunderbird										V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Mustang (high output)										V-8	4 x 3	5.0/302	2V	8.3	157 @ 4200	240 @ 2400							
LINCOLN—Mark VI 2-dr.	114.3	216	78.1	55.4	4039	37.8	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Mark VI 4-dr.	117.3	219.1	78.1	56.1	4052	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Lincoln 4-dr.	117.3	219	78.1	56.1	4006	38.9	43.5	62.2	62	V-8	4 x 3	5.0/302	F.I.	8.4	134 @ 3400	232 @ 2200	18	13.3	5	3.08	R	15	40
Continental	108.6	201.2	73.6	54.9	3521	38.5	42.8	58.4	59	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	22.6	8.3	5	3.08	R	14	42.6
OPTIONAL ENGINES: Continental										V-8	4 x 3	5.0/302	VV	8.4	131 @ 3400	229 @ 1200							
MERCURY LN7	94.2	170.3	63	50.3	2146	37	41.9	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4	3.59	F	13	35.1
Lynx 2-dr.	94.2	163.9	65.9	53.3	2017	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	35.1
Lynx 4-dr.	94.2	163.9	65.9	53.3	2095	38	41.6	54.7	56	L4	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	8	4.5	3.59	F	13	34.5
Lynx Wagon	94.2	165	65.9	53.3	2122	38	41.5	54.7	56	L6	3.15 x 3.13	1.6/97.6	2V	8.8	70 @ 4600	89 @ 3000	11.3	6.5	4	3.59	F	13	35.1
Capri 4	100.4	179.1	69.1	51.4	2707	37.2	40.9	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	12.5	10.2	5	2.73	R	13	36.6
Capri 6	100.4	179.1	69.1	51.4	2802	37.2	40.9	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	158 @ 1400	12.5	9.0	5	2.73	R	13	36.6
Zephyr 4-dr. 4	105.5	195.5	71	52.9	2759	38.3	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	14	10.2	5	2.73	R	14	39
Zephyr Coupe 6	105.5	197.4	71	51.7	2810	37.1	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Cougar 2-dr. 4	105.5	196.5	71	53	2906	38.4	41.7	56.6	57	L4	3.78 x 3.13	2.3/140	2V	9.0	86 @ 4600	117 @ 2600	16	10.2	5	3.08	R	14	39
Cougar 4-dr. 6	105.5	196.5	71	53	2981	38.4	41.7	56.6	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	16	8.4	5	2.73	R	14	39
Cougar Wagon V-6	105.5	196.5	71	54.3	3102	38.8	41.3	56.6	57	V-6	3.8 x 3.4	3.8/232	2V	8.7	112 @ 4000	175 @ 2600	16	8.3	5	2.47	R	14	38.8
Cougar XR-7 6	108.4	200.4	74.1	53	3152	37.1	41.6	58.1	57	L6	3.68 x 3.13	3.3/200	1V	8.6	87 @ 3800	154 @ 1400	18	8.4	5	2.73	R	14	40.1
Mercury 4-dr. V-8	114.3	212.3	77.5	54.7	3710	37.9	42.1	66.2	62	V-8	3.68 x 3	4.2/255	VV	8.2	122 @ 3400	209 @ 2400	20	14.8	5	3.08	R	14	39.2
Mercury Wagon V-8	114.3	218	79.3	57.4	3845	38.8	42.1	62.2	62	V-8	4 x 3	5.0/302	VV	8.4	132 @ 3400	236 @ 1800	20	13.3	5	3.08	R	14	39.2
OPTIONAL ENGINES: Lynx, LN7 (high output)										L4	3.15 x 3.13	1.6/976	2V	9	80 @ 5800	88 @ 3400							
XR-7										V-6	NA	3.8/232	2V	8.7	112 @ 4000	175 @ 2600							
Capri, XR-7										V-8	3.68 x 3	4.2/255	2V	8.2	111 @ 3400	194 @ 1600							
Capri (high output)										V-8	4 x 3	5.0/302	2V	8.3	157 @ 4200	240 @ 2400							
OLDSMOBILE—Firenza 2-dr.	101.2	174.3	65	51.7	2412	37.6	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.65	F	13	34.4
Firenza 4-dr.	101.2	176.2	65	53.7	2412	38.5	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	8	5	3.65	F	13	34.4
Omega 2-dr. 4	104.3	181.8	69.8	53.7	2506	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14	8.4	4	3.32	F	13	38.3
Omega 4-dr. V-6	104.9	181.8	69.8	53.7	2538	38.2	42.2	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 5100	148 @ 2400	14	10.7	5	3.32	F	13	38.3
Cutlass Supreme V-6	108.1	200	71.6	54.9	3231	37.9	42.8	58.5	57.7	V-6	**3.8 x 3.4**	**3.8/231**	**2V**	**8.0**	**110 @ 3800**	**190 @ 1600**	18.1	13	5	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	199.1	71.9	55.9	3292	38.7	42.8	58.5	57.7	V-8	3.5 x 3.39	4.3/260	2V	7.5	100 @ 3600	190 @ 1600	18.1	15.9	5	2.29	R	14	37.3
Cutlass Wagon V-8	108.1	198.2	71.8	56.2	3433	38.8	42.8	58.5	57.7	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	18.2	14.9	5	2.29	R	14	37.4
Cutlass Ciera 2-dr. 4	104.9	188.4	69.5	54.1	2659	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	14.5	9.1	4	2.39	F	13	38.1
Cutlass Ciera 4-dr. V-6	104.9	188.4	69.5	54.1	2758	38.6	42.1	58.7	57	V-6	3.8 x 2.66	3.0/181	2V	8.5	110 @ 4800	145 @ 2000	15.7	14.5	5	2.53	F	13	38.1
Toronado V-6	114	206	71.4	54.6	3695	37.9	42.8	59.3	60	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	21	13.1	5	3.15	F	15	40.4
Toronado V-8	114	206	71.4	54.6	3700	37.9	42.8	59.3	60	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21	16.4	5	2.73	F	15	40.4
Delta 88 Sedan V-6	116	218.1	76.3	56.7	3557	39.5	42.2	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25	13	5	2.73	R	15	39.1
Ninety-Eight Sedan V-6	119	221.1	76.3	57.2	3842	39.5	42.2	61.7	60.7	V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000	25	12.8	5	3.23	R	15	40
Custom Cruiser V-8	116	220.3	79.8	58.5	4027	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22	14.9	5	2.41	R	15	39.2
OPTIONAL ENGINES: Cutlass, Ciera (diesels)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Cutlass, Toronado, 88, Ninety-Eight, Custom Cruiser (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
Omega (ES2800)										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
PLYMOUTH—Horizon 2-dr.	96.6	173.5	66.7	51.2	2207	37.2	42.4	56.1	55.6	L4	3.13 x 3.4	1.7/105	2V	8.2	63 @ 4800	83 @ 2400	13	6	5	3.37	F	13	34.2
Horizon 4-dr. 2.2 liter	99.7	164.8	65.8	53.5	2230	38.3	42	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.9
Reliant 4-dr. 2.2 liter	99.6	176	68.6	52.6	2327	38.5	42.2	57.6	57	L4	3.44 x 3.62	2.2/135	2V	8.5	84 @ 4800	111 @ 2400	13	8.7	5	2.69	F	13	34.3
Reliant Wagon 2.6 liter	99.6	176.2	68.6	52.4	2524	38.6	42.2	57.6	57	L4	**3.59 x 3.86**	**2.6/156**	**2V**	**8.2**	**92 @ 4500**	**131 @ 2500**	13	8.7	4.7	2.78	F	13	34.3
Gran Fury 6	112.7	205.7	74.2	55.3	3364	39.3	42.5	60	59.5	L6	3.4 x 4.12	3.7/225	1V	8.4	90 @ 3600	160 @ 1600	18	11.5	5	2.94	R	15	40.7
OPTIONAL ENGINES: Gran Fury										V-8	**3.91 x 3.31**	**5.2/318**	**2V**	**8.5**	**130 @ 4000**	**230 @ 2000**							
PONTIAC—T1000 4-dr.	97.3	164.9	61.8	52.9	2128	38.3	41.6	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	8.6	62 @ 5200	82 @ 2400	12.5	9.2	5	3.7	R	13	30.8
J2000 Coupe	101.2	173.5	65	52.2	2362	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Sedan	101.2	175.5	65	54	2415	38.6	42.2	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Hatchback	101.2	173.5	65	53.9	2420	37.8	42	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.32	F	13	34.5
J2000 Wagon	101.2	175.8	65	51.9	2484	38.3	42.1	55.4	55.2	L4	3.5 x 2.91	1.8/112	2V	9	88 @ 5100	100 @ 2800	14	15.3	5	3.65	F	13	34.5
Phoenix Notchback 4	104.9	182.1	69.1	53.5	2518	38.2	42.2	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2800	14	8.5	4	2.69	F	13	38.3
Phoenix Hatchback V-6	104.9	179.3	69.6	53.4	2619	38.1	42.2	58.7	57	V-6	**3.5 x 3**	**2.8/173**	**2V**	**8.5**	**110 @ 4800**	**145 @ 2400**	14	10.2	5	2.69	F	13	38.3
Firebird 4	101	190.3	72.4	49.8	2864	37	43	60.7	61.6	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.9	13.1	4	3.42	R	14	36.9
Firebird V-6	101	190.3	72.4	49.8	2940	37	43	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.5	105 @ 4800	140 @ 2400	15.9	13.1	5	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	198.6	71.3	55.8	3257	38.7	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	20.9	5	2.41	R	14	37.3
Bonneville Wagon V-8 (diesel)	108.1	197.8	72.6	56.1	3412	38.9	42.8	58.5	58	V-8	NA	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	NA	20.9	5	2.41	R	14	37.4
Grand Prix V-6	108.1	201.9	72.1	54.7	3335	37.6	42.8	58.5	57.8	V-6	**3.8 x 3.4**	**3.8/231**	**2V**	**8.0**	**110 @ 3800**	**190 @ 1600**	18.1	13.1	5	2.41	R	14	38.2
6000 2-dr. 4	104.9	188.8	72	53.3	2686	38.6	42.1	58.7	57	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	134 @ 2400	15.6	9.7	4	2.39	F	13	38.1
6000 4-dr. V-6	104.9	188.8	72	53.7	2787	38.6	42.1	58.7	57	V-6	3.5 x 3	2.8/173	2V	8.5	108 @ 5000	145 @ 2000	15.6	9	5	2.84	F	13	36.1
OPTIONAL ENGINES: J2000 (OHC)										L4	3.34 x 3.13	1.8/109	2V	9	60 @ 5200	130 @ 2800							
Phoenix										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
6000 (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
Firebird										V-8	3.74 x 3.48	5.0/305	4	8.6	150 @ 4200	240 @ 2200							
Grand Prix, Bonneville										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Grand Prix (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600							
VOLKSWAGEN—Rabbit	94.5	155.3	63.4	55.5	1865	37.7	39	54.7	53.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	74 @ 3000	89.6 @ 3000	10.6	4.9	4.7	3.89	F	13	31.2
Pickup Truck	103.3	170	64.4	54.6	2046	37.7	39	53.3	54.1	L4	3.13 x 3.4	1.7/105	F.I.	8.2	78 @ 5500	88.2 @ 3100	15	4.9	4.7	3.89	F	13	35.1
OPTIONAL ENGINES: Rabbit, Pickup (diesels)										L4	3.01 x 3.4	1.6/97.1	F.I.	23	52 @ 4800	71.5 @ 3000							

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49-state ratings listed

EPA mileage ratings for 1982 models

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
	TWO-SEATERS			
29	Ford EXP	98	M4	2
29	Mercury LN7	98	M4	2
26	Fiat X1/9	91	M5	FI
26	Ford EXP	98	A3	2
26	Mercury LN7	98	A3	2
25	Fiat Spider 2000	122	M5	FI
24	Legend (Fiat) Spider Turbo	122	M5	FI
22	Alfa Romeo Spider 2000 Veloce	120	M5	FI
22	Fiat Spider 2000	122	A3	FI
21	Mazda RX-7	70	M5	4
19	Mazda RX-7	70	A3	4
17	Mercedes-Benz 380SL	234	A4	FI
15	Chevrolet Corvette	350	A4	FI
10	Ferrari 308	179	M5	FI
	MINICOMPACT CARS			
41	Honda Civic	81	M5	3
38	Toyota Starlet	79	M5	2
36	Honda Civic	81	M4	3
35	Honda Civic	91	M5	3
32	Renault LeCar	85	M4	2
31	Honda Civic	91	A3	3
29	Honda Prelude	107	M5	3
26	Honda Prelude	107	A3	3
21	Porsche 924	121	A3	FI
20	Porsche 924	121	M5	FI
20	Porsche 924 Turbo	121	M5	FI
18	Alfa Romeo GTV 6/2.5	152	M5	FI
17	Porsche 911	183	M5	FI
17	Porsche 928	273	A3	FI
16	Porsche 928	273	M5	FI
10	Ferrari Mondial 8	179	M5	FI
	SUBCOMPACT CARS			
45	Volkswagen Rabbit Diesel	97	M4	FI
43	Volkswagen Jetta Diesel	97	M5	FI
43	Volkswagen Rabbit Diesel	97	M5	FI
42	Volkswagen Jetta Diesel	97	M4	FI
41	Isuzu I-Mark Diesel	111	M4	FI
40	Chevrolet Chevette Diesel	111	M5	FI
39	Dodge Colt	86	M4	2
39	Isuzu I-Mark Diesel	111	M5	FI
39	Mitsubishi Colt/Champ	86	M4	2
39	Plymouth Champ	86	M4	2
38	Audi 4000/Coupe Diesel	97	M5	FI
37	Volkswagen Jetta Diesel	97	A3	FI
37	Volkswagen Rabbit Diesel	97	A3	FI
36	Chevrolet Chevette Diesel	111	A3	FI
36	Datsun 210	85	M5	2
36	Toyota Corolla Tercel	89	M4	2
35	Dodge Colt	86	M4x2	2
35	Mazda GLC	91	M5	2
35	Plymouth Champ	86	M4x2	2
34	Datsun 310	91	M4	2
34	Dodge 024	105	M4	2
34	Mazda GLC	91	M4	2
34	Mitsubishi Colt/Champ	86	M4x2	2
34	Plymouth TC3/Turismo	105	M4	2
33	Datsun 310	91	M5	2
33	Isuzu I-Mark Diesel	111	A3	FI
32	Datsun 210	91	M5	2
32	Subaru	97	M4	2
32	Subaru	97	M5	2
32	Toyota Corolla Tercel	89	M5	2
32	Volkswagen Rabbit	105	M4	1
31	Datsun 210	91	A3	2
31	Datsun 210	91	M4	2
31	Dodge Colt	98	M4x2	2
31	Mitsubishi Colt/Champ	98	M4x2	2
31	Plymouth Champ	98	M4x2	2
31	Subaru	109	M5	2
30	Datsun 210	75	M4	2
30	Datsun Maxima Diesel	170	M5	FI
30	Dodge 024	105	M4	2
30	Honda Accord	107	M5	3
30	Mazda GLC	91	A3	2
30	Plymouth TC3/Turismo	105	M4	2
30	Toyota Corolla	108	M4	2
30	Volkswagen Rabbit	105	M4	FI
29	Dodge Colt	98	A3	2
29	Mitsubishi Colt/Champ	98	A3	2
29	Plymouth Champ	98	A3	2
29	Toyota Corolla Tercel	89	A3	2
28	AMC Spirit	151	M4	2
28	Audi 4000 Coupe	105	M5	FI
28	Datsun Maxima Diesel	170	A3	FI
28	Toyota Corolla	108	A4	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Jetta	105	M5	FI
28	Volkswagen Scirocco	105	M5	FI
27	BMW 320i	108	A3	FI
27	Isuzu I-Mark	111	M5	2
27	Mazda 626	120	M5	2
27	Subaru	109	A3	2
27	Subaru 4WD	109	M4	2
27	Subaru 4WD	109	M4	1
27	Toyota Corolla	108	A3	2
27	Volkswagen Rabbit	105	M5	FI
26	Datsun 200-SX	133	M5	FI
26	Dodge 024	135	M4	2
26	Dodge 024	105	A3	2
26	Honda Accord	107	A3	3
26	Isuzu I-Mark	111	A3	2
26	Mazda 626	120	A3	2
26	Plymouth TC3/Turismo	135	M4	2
26	Plymouth TC3/Turismo	105	A3	2
25	AMC Spirit	151	M4	2
25	AMC Spirit	151	M5	2
25	BMW 320i	108	M5	FI
25	Datsun 200-SX	133	A3	FI
25	Dodge 024	135	A3	2
25	Plymouth TC3/Turismo	135	A3	2
25	Volkswagen Rabbit	105	A3	FI
24	Audi 4000 Coupe	105	A3	FI
24	Audi 4000 Coupe	131	M5	FI
23	Chevrolet Camaro	151	A3	FI
24	Dodge Challenger	156	M5	2
24	Fiat Brava	122	A3	FI
24	Fiat Brava	122	M5	FI
24	Mitsubishi Challenger/Sapporo	156	M5	2
24	Plymouth Sapporo	156	M5	2
24	Pontiac Firebird	151	M4	FI
24	Toyota Celica	144	A4	2
24	Toyota Celica	144	M5	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
24	Volkswagen Jetta	105	A3	FI
24	Volkswagen Scirocco	105	A3	FI
23	AMC Spirit	151	A3	2
23	Chevrolet Camaro	151	A3	FI
23	Dodge Challenger	156	A3	2
23	Mitsubishi Challenger/Sapporo	156	A3	2
23	Plymouth Sapporo	156	A3	2
23	Pontiac Firebird	151	A3	FI
22	AMC Spirit	258	M5	2
22	Datsun Maxima	146	M5	FI
22	Ford Mustang	140	M4	2
22	Mercury Capri	140	M4	2
22	Toyota Cressida	168	A4	FI
21	AMC Spirit	258	M5	2
21	AMC Spirit	258	A3	2
21	AMC Spirit	258	M4	2
21	Datsun Maxima	146	A3	FI
21	Ford Mustang	140	M5	2
21	Ford Mustang	140	A3	2
21	Mercury Capri	140	A3	2
21	Mercury Capri	140	M5	2
21	Toyota Celica Supra	168	A4	FI
21	Toyota Celica Supra	168	M5	FI
20	Audi 4000 Coupe	131	A3	FI
20	Ford Mustang	200	A3	1
20	Lancia Beta/Zagato	122	A3	FI
20	Mercury Capri	200	A3	1
19	BMW 633 CSi	196	M5	FI
19	Ford Mustang	255	A3	2
19	Lancia Beta/Zagato	122	M5	FI
19	Mercury Capri	255	A3	2
18	BMW 633 CSi	196	A3	FI
17	Chevrolet Camaro	305	A3	4
17	Jaguar XJ	258	A3	FI
17	Pontiac Firebird	305	A3	4
10	Aston Martin Saloon/Vantage/Volante	326	A3	8
9	Aston Martin Saloon/Vantage/Volante	326	M5	8
9	Rolls-Royce Corniche	412	A3	FI
	COMPACT CARS			
32	Nissan Stanza	120	M5	2
31	Ford Escort	98	M4	2
31	Mercury Lynx	98	M4	2
30	Chevrolet Cavalier	112	M4	2
30	Dodge Omni	105	M4	2
30	Plymouth Horizon	105	M4	2
30	Pontiac J2000	112	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
29	Volvo Diesel Sedan	145	M4(OD)	FI
28	Fiat Strada	91	M5	FI
28	Mercedes-Benz 240D/300D/300CD	147	M4	FI
28	Peugeot 505 Diesel	141	M4	FI
28	Volkswagen Quantum	105	M5	FI
27	Dodge Omni	135	M4	2
27	Mercedes-Benz 240D/300D/300CD Turbo Diesel	183	A4	FI
27	Mercedes-Benz 300SD Turbo Diesel	183	A4	FI
27	Peugeot 505 Turbo Diesel	141	M5	FI
27	Peugeot 505 Diesel	141	A3	FI
27	Peugeot 604 Turbo Diesel	141	M5	FI
27	Plymouth Horizon	135	M4	2
26	Buick Skylark	151	M4	FI
26	Cadillac Cimarron	112	M4	2
26	Dodge Omni	105	A3	2
26	Fiat Strada	91	A3	FI
26	Oldsmobile Omega	151	M4	FI
26	Peugeot 505 Turbo Diesel	141	A3	FI
26	Plymouth Horizon	105	A3	2
26	Volvo Diesel Sedan	145	A3	FI
25	AMC Concord	151	M5	2
25	Buick Skylark	151	A3	FI
25	Cadillac Cimarron	112	A3	2
25	Chevrolet Cavalier	112	A3	2
25	Dodge Omni	135	A3	2
25	Oldsmobile Omega	151	A3	FI
25	Plymouth Horizon	135	A3	2
25	Pontiac J2000	112	A3	2
25	Volvo Sedan (EFI)	130	M4(OD)	FI
24	AMC Concord	151	M4	2
24	Mercedes-Benz 240D/300D/300CD	147	A4	FI
23	AMC Concord	151	A3	2
23	Peugeot 604 Turbo Diesel	141	A3	FI
23	Volkswagen Quantum	105	A3	FI
23	Volvo Sedan (MFI)	130	A4	FI
23	Volvo Sedan (EFI)	130	A4	FI
22	Audi 5000	131	M5	FI
22	Buick Skylark	173	A3	2
22	Oldsmobile Omega	173	A3	2
22	Peugeot 505	120	M5	FI
22	Peugeot 505	120	A3	FI
22	Volvo Sedan (MFI)	130	M4(OD)	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
21	AMC Concord	258	A3	2
21	Saab 900	121	M5	FI
21	Saab 900	121	A3	FI
20	AMC Concord	258	A3	2
20	Saab 900 Turbo	121	A3	FI
20	Volvo Turbo Sedan	130	A4	FI
19	Audi 5000	131	A3	FI
19	BMW 733i	196	M5	FI
19	Saab 900 Turbo	121	M5	FI
19	Volvo Turbo Sedan	130	M4(OD)	FI
18	Audi 5000 Turbo	131	A3	FI
18	BMW 733i	196	A3	FI
17	Mercedes-Benz 380-SEC	234	A4	FI
17	Volvo Sedan	174	A3	FI
9	Rolls-Royce Camargue	412	A3	FI
	MID-SIZE CARS			
27	Chevrolet Citation	151	M4	FI
27	Pontiac Phoenix	151	M4	FI
26	Chrysler-LeBaron	135	M4	2
26	Dodge Aries	135	M4	2
26	Dodge 400	135	M4	2
26	Plymouth Reliant	135	M4	2
26	Pontiac 6000	151	A3	FI
25	Buick Century	151	A3	FI
25	Buick Regal Diesel	263	A3	FI
25	Chevrolet Celebrity	151	A3	FI
25	Chevrolet Citation	151	A3	FI
25	Chevrolet Malibu Diesel	263	A3	FI
25	Chevrolet Monte Carlo Diesel	263	A3	FI
25	Chrysler LeBaron	135	A3	2
25	Dodge Aries	135	A3	2
25	Dodge 400	135	A3	2
25	Oldsmobile Cutlass Ciera	151	A3	FI
25	Oldsmobile Cutlass Supreme Diesel	263	A3	FI
25	Plymouth Reliant	135	A3	2
25	Pontiac Phoenix	151	A3	FI
23	Buick Regal Diesel	350	A3	FI
23	Chevrolet Malibu Diesel	350	A3	FI
23	Chevrolet Monte Carlo Diesel	350	A3	FI
23	Chrysler LeBaron	156	A3	2
23	Dodge Aries	156	A3	2
23	Dodge 400	156	A3	2
23	Oldsmobile Cutlass Supreme Diesel	350	A3	FI
23	Plymouth Reliant	156	A3	2
23	Pontiac Bonneville Diesel	350	A3	FI
23	Pontiac Grand Prix Diesel	350	A3	FI
22	Chevrolet Celebrity	173	A3	2
22	Chevrolet Citation	173	A3	2
22	Ford Fairmont Futura	140	M4	2
22	Ford Granada	140	M4	2
22	Lincoln-Mercury Zephyr	140	M4	2
22	Pontiac Phoenix	173	A3	2
22	Pontiac 6000	173	A3	2
21	Buick Regal	231	A3	2
21	Chevrolet Malibu	229	A3	2
21	Chevrolet Monte Carlo	229	A3	2
21	Ford Fairmont Futura	140	A3	2
21	Ford Granada	140	A3	2
21	Mercury Zephyr	140	A3	2
21	Oldsmobile Cutlass Supreme	231	A3	2
21	Oldsmobile Toronado Diesel	350	A4	FI
21	Pontiac Bonneville	231	A3	2
21	Pontiac Grand Prix	231	A3	2
20	Buick Riviera Diesel	350	A4	FI
20	Cadillac Eldorado Diesel	350	A4	FI
20	Cadillac Seville Diesel	350	A4	FI
20	Ford Fairmont Futura	200	A3	1
20	Mercury Zephyr	200	A3	1
19	Buick Regal	252	A3	4
19	Ford Fairmont Futura	255	A3	2
19	Ford Granada	200	A3	1
19	Ford Granada	231	A3	2
19	Ford Thunderbird	231	A4	2
19	Mercury Cougar	200	A3	1
19	Mercury Cougar	231	A3	2
19	Mercury XR-7	231	A4	2
19	Mercury Zephyr	255	A3	2
19	Oldsmobile Cutlass Supreme	260	A3	2
19	Pontiac Bonneville	252	A3	4
19	Pontiac Grand Prix	252	A3	4
18	Buick Regal Turbo	231	A3	4
18	Chevrolet Malibu	267	A3	2
18	Chevrolet Monte Carlo	267	A3	2
18	Chrysler Cordoba	225	A3	1
18	Chrysler New Yorker	225	A3	1
18	Dodge Diplomat	225	A3	1
18	Dodge Mirada	225	A3	1
18	Ford Thunderbird	255	A4	2
18	Lincoln Continental	231	A4	2
18	Mercury XR-7	255	A4	2
18	Plymouth Gran Fury	225	A3	1
17	Buick Riviera	252	A4	4
17	Cadillac Eldorado	249	A4	FI
17	Cadillac Eldorado	252	A4	4
17	Cadillac Seville	249	A4	FI
17	Cadillac Seville	252	A4	4
17	Chrysler Cordoba	318	A3	2
17	Chrysler New Yorker	318	A3	2
17	Dodge Diplomat	318	A3	2
17	Dodge Mirada	318	A3	2
17	Lincoln Continental	302	A4	2
17	Mercedes-Benz 380-SEL	234	A4	FI
17	Oldsmobile Toronado	252	A4	4
17	Plymouth Gran Fury	318	A3	2
16	Buick Riviera	307	A4	4
16	Imperial	318	A3	FI
16	Oldsmobile Toronado	307	A4	4
10	Rolls-Royce Silver Spirit/Silver Sport/Mulsanne	412	A3	FI
8	Maserati Quattroporte	301	A3	8
	LARGE CARS			
23	Oldsmobile Delta 88 Diesel	350	A3	FI
22	Buick Electra Diesel	350	A3	FI
22	Buick LeSabre Diesel	350	A3	FI
22	Cadillac deVille/Brougham Diesel	350	A3	FI
22	Chevrolet Impala/Caprice Diesel	350	A3	FI
22	Oldsmobile 98 Diesel	350	A3	FI
19	Buick LeSabre	231	A3	2
19	Chevrolet Impala/Caprice	229	A3	2
19	Oldsmobile Delta 88	231	A3	2
18	Buick Electra	252	A4	4
18	Buick LeSabre	252	A3	4
18	Buick LeSabre	252	A4	4
18	Cadillac deVille/Brougham	252	A4	4
18	Chevrolet Impala/Caprice	267	A4	2
18	Ford LTD	255	A4	2
18	Mercury Marquis	255	A4	2
18	Oldsmobile 98	252	A4	4
17	Buick LeSabre	307	A4	4
17	Buick LeSabre	307	A3	4
17	Cadillac deVille/Brougham	249	A4	FI
17	Chevrolet Impala/Caprice	267	A3	2
17	Chevrolet Impala/Caprice	305	A4	4
17	Ford LTD	302	A4	2
17	Lincoln Mark VI	302	A4	FI
17	Mercury Marquis	302	A4	2
17	Lincoln Town Car	302	A4	FI
17	Oldsmobile Delta 88	307	A3	4
17	Oldsmobile Delta 88	260	A3	2
17	Oldsmobile Delta 88	307	A4	4
17	Oldsmobile 98	307	A4	4
16	Buick Electra	307	A4	4
10	Cadillac Limousine (V-8-6-4)	368	A3	FI
	SMALL STATION WAGONS			
35	Honda Civic	91	M5	3
31	Datsun 210	91	M4	2
31	Datsun 210	91	M5	2
31	Honda Civic	91	A3	3
31	Mazda GLC	91	M5	2
31	Subaru	109	M5	2
30	Datsun 210	91	A3	2
30	Datsun Maxima Diesel	170	M5	FI
30	Mazda GLC	91	M4	2
29	Ford Escort	98	A3	2
29	Mercury Lynx	98	A3	2
28	Datsun Maxima Diesel	170	A3	FI
28	Ford Escort	98	M4	2
28	Mercury Lynx	98	M4	2
28	Mazda GLC	91	A3	2
28	Toyota Corolla	108	M5	2
28	Volkswagen Quantum	105	M5	FI
27	Subaru	109	A3	2
27	Subaru	109	M4	2
27	Toyota Corolla	108	A3	2
26	Chevrolet Cavalier	112	M4	2
26	Pontiac J2000	112	M4	2
26	Subaru 4WD Wagon	109	M4	1
25	AMC Concord	151	M5	2
25	Chevrolet Cavalier	112	A3	2
25	Pontiac J2000	112	A3	2
25	Subaru 4WD Wagon	109	M4	2
24	AMC Concord	151	M4	2
24	Toyota Corona	144	A4	2
24	Toyota Corona	144	M5	2
23	AMC Concord	151	A3	2
23	Volkswagen Quantum	105	A3	FI
22	Datsun Maxima	146	M5	FI
22	Toyota Cressida	168	A4	FI
21	AMC Concord	258	M5	2
21	AMC Concord	258	M4	2
21	Datsun Maxima	146	A3	FI
20	AMC Concord	258	A3	2
	MID-SIZE STATION WAGONS			
29	Volvo Diesel	145	M4(OD)	FI
28	Peugeot 504 Diesel	141	M4	FI
27	Mercedes-Benz 300TD	183	A4	FI
27	Peugeot 504 Diesel	141	A3	FI
26	Dodge Aries	135	M4	2
26	Plymouth Reliant	135	M4	2
26	Volvo Diesel	145	A3	FI
25	Dodge Aries	135	A3	2
25	Plymouth Reliant	135	A3	2
25	Volvo Wagon (EFI)	130	M4(OD)	FI
23	Buick Regal Diesel Estate Wagon	350	A3	FI
23	Chevrolet Malibu Diesel	350	A3	FI
23	Dodge Aries	156	A3	2
23	Oldsmobile Cutlass Diesel Cruiser	350	A3	FI
23	Plymouth Reliant	156	A3	2
23	Pontiac Bonneville Diesel	350	A3	FI
23	Volvo Wagon (EFI)	130	A4	FI
22	Volvo Wagon (MFI)	130	A4	FI
22	Volvo Wagon (MFI)	130	M4(OD)	FI
21	Buick Regal Estate Wagon	231	A3	2
21	Chevrolet Malibu	229	A3	2
21	Oldsmobile Cutlass Cruiser	231	A3	2
21	Pontiac Bonneville	231	A3	2
20	Volvo Turbo	130	A4	FI
19	Buick Regal Estate Wagon	252	A3	4
19	Ford Granada	231	A3	2
19	Mercury Cougar	231	A3	2
19	Pontiac Bonneville	252	A3	4
19	Volvo Turbo	130	M4(OD)	FI
18	Ford Granada	200	A3	1
18	Mercury Cougar	200	A3	1
17	Chevrolet Malibu	305	A3	4
17	Chevrolet Malibu	267	A3	2
17	Oldsmobile Cutlass Cruiser	307	A3	4
17	Oldsmobile Cutlass Cruiser	260	A3	2
	LARGE STATION WAGONS			
22	Buick LeSabre/Electra Diesel	350	A3	FI
22	Chevrolet Impala/Caprice Diesel	350	A3	FI
22	Oldsmobile Custom Cruiser Diesel	350	A3	FI
17	Ford LTD	302	A4	2
17	Mercury Marquis	302	A4	2
16	Buick LeSabre/Electra	307	A4	4
16	Chevrolet Impala/Caprice	267	A4	2
16	Chevrolet Impala/Caprice	305	A4	4
16	Oldsmobile Custom Cruiser	307	A4	4
	SMALL PICKUP TRUCKS			
42	Volkswagen Diesel	97	M4	FI
40	Volkswagen Diesel	97	M5	FI
33	Datsun Diesel	132	M5	FI
32	Chevrolet Diesel LUV	137	M5	FI
32	Isuzu Diesel P'UP	137	M5	FI
32	Mazda B2000/2200	135	M5	FI
31	Toyota Diesel	134	M5	FI
28	Chevrolet Diesel LUV	137	M4	FI
28	Chevrolet S10	119	M4	2
28	GMC S15	119	M4	2
28	Isuzu P'UP 2WD	111	M5	2
28	Isuzu P'UP 2WD	111	M4	2
28	Isuzu Diesel P'UP 4WD	137	M4	FI
27	Dodge Ram 50	122	M5	2
27	Ford Courier	120	M4	2
27	Ford Courier	120	M5	2
27	Mitsubishi Ram 50/L22 Arrow	122	M5	2
27	Mazda B2000/2200	120	M4	2
27	Mazda B2000/2200	120	M5	2
27	Plymouth Arrow	122	M5	2
27	Volkswagen	105	M4	FI
26	Datsun	133	M5	2
25	Chevrolet S10	119	A3	2
25	Datsun	133	M4	2
25	Dodge Ram 50	122	M4	2
25	GMC S15	119	A3	2
25	Mitsubishi Ram 50/L200/Arrow	122	M4	2
25	Plymouth Arrow	122	M4	2
25	Toyota	144	M4	2
25	Volkswagen	105	M5	FI
24	Chevrolet LUV 4WD	111	M4	2
24	Chevrolet S10 2WD	173	M4	2
24	Dodge Ram 50	156	M5	2
24	GMC S15	173	M4	2
24	Isuzu P'UP 2WD	111	A3	2
24	Isuzu P'UP 4WD	111	M4	2
24	Mitsubishi Ram 50/L200/Arrow	156	M5	2
24	Plymouth Arrow	156	M5	2
24	Toyota	144	M5	2
24	Toyota	144	A4	2
23	Datsun	133	A3	2
23	Dodge Ram 50	156	A3	2
23	Jeep Scrambler Pickup	151	M5	2
23	Plymouth Arrow	156	A3	2
23	Suzuki SJ410 4WD	59	M4	1
22	Chevrolet S10 2WD	173	A3	2
22	Datsun 4WD	133	M5	2
22	Datsun 4WD	133	M4	2
22	Ford Courier	140	M4	2
22	Ford Courier	140	M5	2
22	GMC S15	173	A3	2
22	Jeep Scrambler Pickup	151	M4	2
20	Ford Courier	140	A3	2
18	Jeep Scrambler Pickup	258	M5	2
17	Jeep Scrambler Pickup	258	A3	2
17	Jeep Scrambler Pickup	258	M4	2
	STANDARD PICKUP TRUCKS			
24	Toyota 3/4 Ton	144	M5	2
24	Toyota 3/4 Ton	144	M4	2
23	Chevrolet C10 Diesel	379	M4	FI
23	Chevrolet C20 Diesel	379	M4	FI
23	GMC C15 Diesel	379	M4	FI
23	GMC C25 Diesel	379	M4	FI
22	Chevrolet C10	250	M4	2
22	Chevrolet K10 Diesel	379	M4	FI
22	Ford F100/F150	300	M4	1
22	GMC C15	250	M4	2
22	GMC K15 Diesel	379	M4	FI
21	Chevrolet C10 Diesel	379	A4	FI
21	Chevrolet C20 Diesel	379	A4	FI
21	Dodge D150	225	M4	2
21	Ford F100/F150 P/U	300	M3	1
21	GMC C15 Diesel	379	A4	FI
21	GMC C25 Diesel	379	A4	FI
21	Toyota 4WD	144	M5	2
20	Chevrolet C10	305	M4	4
20	Chevrolet K10 Diesel	379	A4	FI
20	Chevrolet K20 Diesel	379	M4	FI
20	Chevrolet K20 Diesel	379	A4	FI
20	Ford F100/F150	232	M3	2
20	Ford F100/F150	300	M4	1
20	GMC C15	305	M4	4
20	GMC K15 Diesel	379	A4	FI
20	GMC K25 4WD Diesel	379	M4	FI
20	GMC K25 4WD Diesel	379	A4	FI
20	Toyota 4WD	144	M4	2
19	Chevrolet C10	250	M3/M4C	2
19	Chevrolet El Camino	229	A3	2
19	Dodge D150	225	M4	1
19	Ford F100/F150	232	M4	2
19	Ford F100/F150	300	M3/M4C	1
19	Ford F250	300	M3/M4C	1
19	GMC Caballero	229	A3	2
19	GMC C15 P/U	250	M3/M4C	2
19	Plymouth Fargo D150	225	M4	1
18	Chevrolet C10	305	M3/M4C	4
18	Chevrolet C10	250	A3	2
18	Dodge D150	225	A3	1
18	Dodge D250	225	A3	1
18	Ford F100/F150	232	A3	2
18	Ford F150 4WD	300	M4C	1
18	Ford F150 4WD	300	M4	1
18	GMC C15	305	M3/M4C	4
18	GMC C15	250	A3	2
18	Jeep J10	258	A3	2
18	Jeep J10	258	A3	2
18	Plymouth Fargo D150	225	A3	1
18	Plymouth Fargo D250	225	A3	1
17	Chevrolet C10	305	A4	4
17	Chevrolet C20	250	M4C	2
17	Chevrolet C20	250	A4	2
17	Chevrolet C20	305	M4C	4
17	Chevrolet El Camino	305	A3	4
17	Chevrolet El Camino	267	A3	2
17	Chevrolet K10 4WD	305	M4C	4

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RETAIL PRICES, U. S. MODELS (Continued from Page 60

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
J2000 S 4	$6,902	$6,734			$7,208	$370	$180	$ 93	$142*	$625
J2000 4	7,253	7,049	$7,325		7,498	370	180	Std.	Std.	625
J2000 LE 4	7,621	7,445				370	180	Std.	Std.	625
J2000 SE 4			7,777			370	180	Std.	Std.	625
Phoenix 4	7,172	6,964				396	195	93	Std.	675
Phoenix LJ 4	7,658	7,449				396	195	93	Std.	675
Phoenix SJ 4	8,884	8,723				396	Std.	93	Std.	675
Firebird 4		7,996				396	Std.	Std.	102	675
Firebird SE V-6		9,624				396	Std.	Std.	102	675
F[illegible]ebird Trans Am V-8		9,658				72	Std.	Std.	102	675
[illegible]00 4	8,890	8,729				Std.	Std.	Std.	Std.	675
6000 LE 4	9,258	9,097				Std.	Std.	Std.	Std.	675
Bonneville G V-6	8,527				8,694	Std.	Std.	Std.	99	675
Bonneville Brougham G V-6	8,985					Std.	Std.	Std.	99	675
Grand Prix V-6		8,333				Std.	Std.	Std.	99	675
Grand Prix LJ V-6		8,788				Std.	Std.	Std.	99	675
Grand Prix Brougham V-6		9,209				Std.	Std.	Std.	99	675

*—J2000 S radio price includes digital clock.

VOLKSWAGEN—(U.S.-built models)	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Rabbit 4			5,990			N.A.	N.A.	Std.	N.A.	N.A.
Rabbit L 4	6,825		6,615			380	195	Std.	155	630
Rabbit LS 4	7,275		7,065			380	195	Std.	155	630
Rabbit S 4			7,305			N.A.	195	Std.	155	630

(Radio price is for AM-FM unit)

Options: Quest for manufacturing simplification points to fewer extra-cost offerings in the future

By Joseph Bohn
Marketing Editor

There'll be fewer options offered in the future, predicts one domestic Big Three marketer.

The quest for simplification in manufacturing and downsizing of autos will continue to impact the variety of extra accessory items offered on cars, according to Allen K. Strunk, option programs manager—Ford Division.

"Some items that run very high rates will become standardized unless (consumer resistance to car) price gets to us . . . Some options that run very low rates will disappear from the market," Strunk said.

"One of the benefits of simplification (beside lowering costs) is that it assists in quality.

"We carefully evaluate low installation rate items . . . anything under 5 percent, though we still carry some for marketing considerations."

Ford had a 10-15 percent reduction of the options it offers in its total matrix system over the past year or so. Where it had three or four sizes of optional tires, for example, it eliminated some. Whitewalls were eliminated on some cars,

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Sales of diesel-powered new cars in the U. S.

	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Cadillac	40,241	7.91	41,860	10.48
Buick	48,627	9.55	19,790	4.96
Pontiac	33,353	6.55	20,791	5.21
Chevrolet	27,600	5.42	12,100	3.03
Oldsmobile	151,667	29.79	126,853	31.77
General Motors Total	301,488	59.22	221,394	55.45
Volkswagen	118,585	23.29	116,225	29.11
Audi	6,434	1.26	8,035	2.01
VW-Audi Total	125,019	24.55	124,260	31.12
Mercedes-Benz	49,354	9.69	39,262	9.83
Peugeot	14,340	2.82	10,232	2.56
Volvo	1,954	0.38	4,158	1.04
Datsun	6,610	1.30	....	......
Isuzu	10,368	2.04	....	......
TOTAL	509,133	....	399,306	......

ENGINE OPTIONS ON 1981 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	N.A.	—	N.A.	—	N.A.	—	92,648	—	N.A.	—	44,777	—	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	18,509	41.50	N.A.	—	26,090	58.50	N.A.	—
Concord	N.A.	—	N.A.	—	N.A.	—	48,045	87.20	N.A.	—	7,052	12.80	N.A.	—
Eagle	N.A.	—	N.A.	—	N.A.	—	13,820	95.40	N.A.	—	666	4.60	N.A.	—
SX-4	N.A.	—	N.A.	—	N.A.	—	12,274	53.50	N.A.	—	10,669	46.50	N.A.	—
CHRYSLER CORP.	58,173	7.93	N.A.	—	N.A.	—	57,694	7.87	N.A.	—	617,656	84.20	N.A.	—
C-P Total	39,339	9.33	N.A.	—	N.A.	—	37,657	8.93	N.A.	—	344,529	81.74	N.A.	—
Horizon	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	139,781	100.00	N.A.	—
Reliant	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	204,748	100.00	N.A.	—
Gran Fury	7,281	94.00	N.A.	—	N.A.	—	465	6.00	N.A.	—	N.A.	—	N.A.	—
Cordoba	10,329	50.90	N.A.	—	N.A.	—	9,964	49.10	N.A.	—	N.A.	—	N.A.	—
LeBaron	11,858	30.90	N.A.	—	N.A.	—	26,519	69.10	N.A.	—	N.A.	—	N.A.	—
Chrysler	9,871	93.30	N.A.	—	N.A.	—	709	6.70	N.A.	—	N.A.	—	N.A.	—
Dodge Total	18,834	6.03	N.A.	—	N.A.	—	20,037	6.42	N.A.	—	273,127	87.55	N.A.	—
Omni	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	114,850	100.00	N.A.	—
Aries	N.A.	—	N.A.	—	N.A.	—	N.A	—	N.A.	—	158,269	100.00	N.A.	—
Diplomat	8,301	38.70	N.A.	—	N.A.	—	13,146	61.30	N.A.	—	N.A.	—	N.A.	—
Mirada	5,474	46.00	N.A.	—	N.A.	—	6,425	54.00	N.A.	—	N.A.	—	N.A.	—
St. Regis	5,059	91.60	N.A.	—	N.A.	—	464	8.40	N.A.	—	N.A.	—	N.A.	—
FORD MOTOR	352,907	23.46	N.A.	—	N.A.	—	403,180	26.81	N.A.	—	747,859	49.73	N.A.	—
Ford Division	179,529	17.57	N.A.	—	N.A.	—	282,013	27.60	N.A.	—	560,403	54.83	N.A.	—
Escort	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	320,727	100.00	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	71,644	100.00	N.A.	—
Fairmont	9,167	5.70	N.A.	—	N.A.	—	110,167	68.50	N.A.	—	41,494	25.80	N.A.	—
Must./Must. II	6,025	3.30	N.A.	—	N.A.	—	62,254	34.10	N.A.	—	114,283	62.60	N.A.	—
Granada	13,712	11.30	N.A.	—	N.A.	—	95,374	78.60	N.A.	—	12,255	10.10	N.A.	—
T-Bird	72,475	83.60	N.A.	—	N.A.	—	14.218	16.40	N.A.	—	N.A.	—	N.A.	—
Ford	78,150	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
L-M Division	173,378	35.97	N.A.	—	N.A.	—	121,167	25.14	N.A.	—	187,456	38.89	N.A.	—
Lynx	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	111,978	100.00	N.A.	—
Capri	1,827	3.10	N.A.	—	N.A.	—	20,809	35.30	N.A.	—	36,311	61.60	N.A.	—
Zephyr	2,594	3.90	N.A.	—	N.A.	—	49,948	75.10	N.A.	—	13,967	21.00	N.A.	—
Cougar	10,087	18.80	N.A.	—	N.A.	—	40,830	76.10	N.A.	—	2,735	5.10	N.A.	—
XR-7	27,695	74 30	N.A.	—	N.A.	—	9,580	25.70	N.A.	—	N.A.	—	N.A.	—
Mercury	61,638	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	22,465	100.00	N.A.	—
Lincoln	32,839	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
Mark VI	36,698	100.00	N.A.	—	N.A.	—	N.A.	N.A.	N.A.	—	N.A.	—	N.A.	—
GENERAL MOTORS	1,065,015	25.33	331,025	7.87	1,704,059	40.53	2,891	0.07	N.A.	—	1,087,879	25.89	13,165	0.31
Buick Division	147,600	17.22	49,500	5.78	519,807	60.65	2,891	0.34	N.A.	—	137,198	16.01	N.A.	—
Skylark	N.A.	—	N.A.	—	125,131	47.70	N.A.	—	N.A.	—	137,198	52.30	N.A.	—
LeSabre	38,128	42.70	15,541	17.40	35,541	39.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Century	14,081	9.80	6,041	4.20	124,142	86.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	20,568	8.80	7,463	3.10	209,278	87.00	2,891	1.10	N.A.	—	N.A.	—	N.A.	—
Electra	42,978	62.30	12,083	18.60	13,922	20.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Riviera	31,842	61.20	8,372	16.10	11,793	22.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac Division	165,611	65.65	42,156	16.71	30,441	12.07	N.A.	—	N.A.	—	14,019	5 57	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	14,048	100.00	N.A.	—
Seville	19,722	68.90	7,250	25.30	1,634	5.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Eldorado	43,694	72.20	11,731	19.40	5,132	8.50	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cadillac	102,195	68.60	23,175	15.50	23,675	15.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet Division	326,997	19.54	30,894	1.84	549,717	32.86	N.A.	—	N.A.	—	752,320	44.97	13,165	0.79
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	440,817	97.10	13,165	2.90
Cavalier	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	65,130	100.00	N.A.	—
Camaro	74,169	58.80	N.A.	—	51,969	41.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Citation	N.A.	—	N.A.	—	167,005	40.40	N.A.	—	N.A.	—	246,373	59.60	N.A.	—
Malibu	43,758	19.30	N.A.	—	182,969	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	47,449	30.20	N.A.	—	109,666	69.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Chevrolet	115,990	62.70	30,894	16.70	38,108	26.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Corvette	45,631	100.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile Division	295,119	31.37	172,350	18.32	379,083	40.31	N.A.	—	N.A.	—	94,102	10.00	N.A.	—
Omega	N.A.	—	N.A.	—	53,816	36.30	N.A.	—	N.A.	—	94,102	63.60	N.A.	—
Cutlass	31,337	15.40	37,248	19.00	127,145	64.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	68,158	23.80	33,675	11.70	184,002	64.32	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Oldsmobile	167,861	62.50	87,517	32.50	13,190	5.00	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Toronado	27,763	65.10	13,910	32.60	930	2.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac Division	129,688	26.96	36,125	7.51	225,011	46.77	N.A.	—	N.A.	—	90,241	18.76	N.A.	—
Firebird	47,459	66.90	N.A.	—	23,440	33.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Phoenix	N.A.	—	N.A.	—	37,628	29.40	N.A.	—	N.A.	—	90,241	70.60	N.A.	—
Grand Prix	18,635	17.20	9,426	8.70	80,283	74.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LeMans	8,562	11.90	N.A.	—	63,386	88.10	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Pontiac	55,032	54.00	26,699	26.10	20,274	19.90	N.A.	—	N.A.	—	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—	66,626	37.10	113,009	63.90
Total Cars, U. S.	1,476,095	21.84	331,025	4.90	1,704,059	25.21	556,413	8.24	N.A.	—	2,564,497	37.95	126,174	1.86

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada and LN7, are included in some instances, also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,293 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,523 Chrysler models, 137,125 AMC and 179,835 Volkswagens.

GM's total includes 856,996 Buicks, 252,258 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

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as were optional upgrade trim packages.

Downsizing is having a great impact on optional equipment. Power door locks, for example, aren't as necessary on a smaller vehicle as previously larger ones where a driver had to reach 4½ feet across the car to lock a door.

Similarly, more people are content to take the base engine on cars today, rather than upgrading to a larger, more powerful one, Strunk said.

The same is true of tires. With radials standard in the industry there's less inclination to upgrade. And there's a great trend away from whitewall tires into blackwalls, Strunk added.

The Escort line, for example, has a very low rate of optional whitewall tires, he pointed out.

Vinyl roofs are rapidly becoming extinct, Strunk added. They're not offered on a number of new vehicles where the "character lines in the greenhouse shape doesn't lend itself to the vinyl roof style," he said. Also, they're not offered on many cars in combination with two-tone paints because of a clash in patterns.

Two-tone paint options themselves, of course, have sliced into the vinyl roof market. And people have been "thrifting themselves" out of vinyl roofs—one of the easiest non-functional items a shopper can save money on.

Strunk also noted that automatic transmissions are declining, as smaller cars come into vogue.

On the other side, he noted that traditional options, such as premium radios, electric defrosters and

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COST OF OPERATING CARS IN U. S. AREAS

Basing Point	Fixed Per Day	Running Per Mile
Portland, Oregon	$6.70	8.30c
San Francisco, California	7.53	9.35
Spokane, Washington	6.84	8.70
Sacramento, California	6.76	9.50
Boise, Idaho	6.34	8.70
Butte, Montana	6.20	8.60
Denver, Colorado	6.42	8.65
El Paso, Texas	7.22	7.90
Omaha, Nebraska	6.99	8.50
Dodge City, Kansas	6.56	7.30
Corpus Christi, Texas	6.96	7.20
Duluth, Minnesota	6.40	8.30
Des Moines, Iowa	6.38	7.35
Kansas City, Missouri	6.94	7.35
Joplin, Missouri	6.60	7.05
St. Louis, Missouri	7.27	7.45
Tulsa, Oklahoma	6.50	7.30
Ft. Smith, Arkansas	6.69	8.25
Houston, Texas	7.93	7.35
Jackson, Mississippi	6.44	8.80
New Orleans, Louisiana	7.15	8.55
Chicago, Illinois	6.98	7.75
Milwaukee, Wisconsin	6.61	7.55
Louisville, Kentucky	6.56	8.20
Nashville, Tennessee	6.06	8.45
Birmingham, Alabama	6.20	8.60
Traverse City, Michigan	6.39	8.30
Youngstown, Ohio	6.97	7.25
Syracuse, New York	6.95	8.20
Elmira, New York	6.78	7.45

Basing Point	Fixed Per Day	Running Per Mile
Pittsburgh, Pennsylvania	6.73	8.50
Williamson, West Virginia	6.36	8.50
Chattanooga, Tennessee	6.37	8.55
Saratoga Springs, New York	7.04	8.40
New York, New York	8.23	8.50
Chelsea, Massachusetts	8.99	7.20
Bayonne, New Jersey	7.57	7.20
Norfolk, Virginia	6.41	7.45
Charleston, South Carolina	7.79	8.45
Miami, Florida	7.04	7.50

Footnotes:

1. Above costs are based on representative model 1982 Ford, Chevrolet, Plymouth compact cars, 6 cylinder engines, 4 doors, equipped with standard accessories, radio, automatic transmission, power steering and power disc brakes.
2. Fixed costs include depreciation, based on a 4-year trade-in cycle or 60,000 miles, whichever comes first, individual state license fees and taxes, individual state sales and user taxes, financing costs and insurance premiums based on a commutation category, where the vehicle is driven less than 10 miles to or from work and there is no youthful operator, $100 deductible comprehensive, $250 deductible collision, $100/300M bodily injury and $50M property damage.
3. The running costs include the cost of fuel (no-lead regular), oil, normal preventive maintenance, repair costs, washing, lubrication and tires.
4. If the mileage exceeds 15,000 per year, add a further depreciation allowance of 4.2c per mile.

Source: RUNZHEIMER AND
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SOUND-EQUIPMENT OPTIONS INSTALLED ON 1981 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	53,659	39.1	—	—	31,328	22.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	1,350	1.0
Spirit	25,246	56.6	—	—	8,095	18.2	N.A.	—	N.A.	—	N.A.	—	N.A.	—	73	0.2
Concord	21,568	39.1	—	—	13,473	24.5	N.A.	—	N.A.	—	N.A.	—	N.A.	—	376	0.7
Eagle/SX-4	6,845	18.3	—	—	9,760	26.1	N.A.	—	N.A.	—	N.A.	—	N.A.	—	901	2.4
CHRYSLER CORP.	269,876	36.8	95,678	13.0	140,400	19.1	16,621	2.3	N.A.	—	19,831	2.7	N.A.	—	9,136	1.2
C-P Total	152,591	36.2	55,510	13.2	82,775	19.6	11,158	2.6	N.A.	—	13,038	3.1	N.A.	—	6,569	1.6
Horizon	43,851	50.1	11,729	13.4	8,665	9.9	525	0.6	N.A.	—	875	1.0	N.A.	—	N.A.	—
Reliant	74,528	36.4	28,460	13.9	38,442	18.8	3,276	1.6	N.A.	—	4,914	2.4	N.A.	—	3,890	1.9
TC3	17,766	34.0	6,532	12.5	14,213	27.2	941	1.8	N.A.	—	1,202	2.3	N.A.	—	N.A.	—
Gran Fury	2,680	34.6	1,301	16.8	132	1.7	15	0.2	N.A.	—	15	0.2	N.A.	—	59	0.9
Cordoba	2,293	11.3	1,745	8.6	8,888	43.8	2,496	12.3	N.A.	—	2,354	11.6	N.A.	—	609	3.0
LeBaron	10,669	27.8	5,066	13.2	8,827	23.0	1,535	4.0	N.A.	—	1,689	4.4	N.A.	—	1,228	3.2
Chrysler	804	7.6	677	6.4	3,608	34.1	2,370	22.4	N.A.	—	1,989	18.8	N.A.	—	773	7.6
Dodge Total	117,285	37.6	40,168	12.9	57,625	18.5	5,463	1.8	N.A.	—	6,793	2.2	N.A.	—	2,567	0.8
Omni	30,312	46.6	8,781	13.5	6,375	9.8	325	0.5	N.A.	—	650	1.0	N.A.	—	N.A.	—
024	16,886	33.9	5,429	10.9	14,793	29.7	1,195	2.4	N.A.	—	1,146	2.3	N.A.	—	N.A.	—
Aries	58,876	37.2	21,683	13.7	27,222	17.2	2,216	1.4	N.A.	—	3,482	2.2	N.A.	—	1,741	1.1
Diplomat	7,057	32.9	2,853	13.3	3,003	14.0	386	1.8	N.A.	—	322	1.5	N.A.	—	279	1.3
Mirada	1,630	13.7	1,035	8.7	5,271	44.3	1,142	9.6	N.A.	—	1,071	9.0	N.A.	—	464	3.9
St. Regis	2,524	45.7	387	7.0	961	17.4	199	3.6	N.A.	—	122	2.2	N.A.	—	83	1.5
FORD MOTOR	437,788	29.1	89,736	6.0	485,241	32.3	75,250	7.1	N.A.	—	145,853	9.7	N.A.	—	13,956	0.9
Ford Division	340,940	33.4	64,795	6.3	314,653	30.8	24,974	2.4	N.A.	—	72,067	7.1	N.A.	—	N.A.	—
Escort	128,251	43.2	23,632	8.0	61,647	20.8	N.A.	—	N.A.	—	13,968	4.7	N.A.	—	N.A.	—
EXP	16,879	23.6	2,621	3.7	22,979	32.1	1,057	1.5	N.A.	—	14,801	20.7	N.A.	—	N.A.	—
Fairmont	88,006	45.4	13,375	6.9	44,584	23.0	1,769	1.1	N.A.	—	3,295	1.7	N.A.	—	N.A.	—
Must./Must. II	41,466	25.5	9,974	6.1	44,696	27.5	5,477	3.0	N.A.	—	13,494	8.3	N.A.	—	N.A.	—
Granada	35,461	32.0	10,792	9.7	39,061	35.3	2,670	2.2	N.A.	—	4,524	4.1	N.A.	—	N.A.	—
T-Bird	9,161	11.9	1,275	1.7	39,462	51.3	8,062	9.3	N.A.	—	10,394	13.5	N.A.	—	N.A.	—
Ford*	21,696	18.3	3,126	2.6	62,224	52.6	5,939	7.6	N.A.	—	11,591	9.8	N.A.	—	N.A.	—
L-M Division	96,848	20.1	24,941	5.2	170,588	35.4	50,276	10.4	N.A.	—	73,786	15.3	N.A.	—	13,956	2.9
Lynx	44,343	39.6	9,966	8.9	25,643	22.9	N.A.	—	N.A.	—	10,190	9.1	N.A.	—	N.A.	—
Capri	9,255	15.7	3,537	6.0	26,349	44.7	2,476	4.2	N.A.	—	8,606	14.6	N.A.	—	N.A.	—
Zephyr	20,352	30.6	4,855	7.3	29,397	44.2	1,064	1.6	N.A.	—	2,461	3.7	N.A.	—	N.A.	—
Cougar	11,589	21.6	5,365	10.0	22,963	42.8	2,200	4.1	N.A.	—	4,668	8.7	N.A.	—	N.A.	—
XR-7	3,168	8.5	634	1.7	16,066	43.1	3,914	10.5	N.A.	—	5,964	16.0	N.A.	—	N.A.	—
Mercury	3,513	5.7	N.A.	—	28,415	46.1	9,431	15.3	*	—	10,232	16.6	*	—	2,712*	4.4
LN7	4,628	20.6	584	2.6	8,110	36.1	539	2.1	N.A.	—	6,425	28.6	N.A.	—	N.A.	—
Lincoin*	N.A.	—	N.A.	—	8,177	24.9	14,285	43.5	*	—	10,377*	31.6	*	—	2,693*	8.2
Mark VI*	N.A.	—	N.A.	—	5,468	14.9	16,367	44.6	*	—	14,863	40.5	*	—	8,551*	23.3
GENERAL MOTORS	1,214,693	28.9	376,819	9.0	1,370,991	32.6	227,356	5.4	27,482	0.7	561,711	13.4	31,436	0.7	22,106	0.5
Buick Division	175,060	20.4	83,876	9.8	345,993	40.4	60,022	7.0	3,017	0.4	102,013	11.9	3,948	0.5	5,920	0.7
Skylark	100,472	38.3	25,183	9.6	103,882	39.6	3,934	1.5	262	0.1	17,314	6.6	524	0.2	787	0.3
LeSabre	9,300	10.4	4,194	4.7	46,526	52.5	6,958	7.8	N.A.	—	15,612	17.5	N.A.	—	1,427	1.6
Century	38,163	26.5	13,914	9.6	60,758	42.1	4,905	3.4	N.A.	—	12,984	9.0	N.A.	—	721	0.5
Regal	27,125	11.3	11,582	4.8	129,957	54.1	13,211	5.5	N.A.	—	31,226	13.0	N.A.	—	721	0.3
Electra	N.A.	—	14,011	20.3	2,570	3.7	23,109	33.9	1,449	2.1	23,109	33.5	1,656	2.4	1,380	2.0
Riviera	N.A.	—	14,992	28.8	2,300	4.4	7,905	15.2	1,306	2.5	1,768	3.4	1,768	3.4	884	1.7
Cadillac Division	N.A.	—	N.A.	—	67,282	26.7	39,060	15.5	20,145	8.0	100,987	40.0	19,865	7.9	N.A.	—
Cimarron**	N.A.	—	N.A.	—	N.A.	—	—	—	N.A.	—	9,821	60.6	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,945	17.0	3,488	12.2	2,523	8.8	13,876	48.5	3,533	12.4	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,500	19.2	8,504	14.0	5,122	8.5	29,515	48.7	5,810	9.6	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,837	34.1	27,068	18.2	12,500	8.4	47,775	32.1	10,522	7.1	N.A.	—
Chevrolet Division	851,354	50.9	222,436	13.3	244,906	14.6	38,656	2.3	913	.05	153,318	9.2	2,647	0.2	2,969	0.2
Chevette	328,228	72.3	80,808	17.[illegible]	21,791	4.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	39,533	60.7	11,528	17.7	10,551	16.2	521	.8	N.A.	—	22,796	3.5	N.A.	—	N.A.	—
Camaro	25,031	19.8	8,264	6.6	26,008	20.6	8,182	6.5	N.A.	—	23,665	18.8	N.A.	—	208	0.2
Citation	271,175	65.6	50,019	12.1	75,648	18.3	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu	99,759	44.0	31,969	14.1	36,276	16.0	2,041	0.9	N.A.	—	56,682	2.5	N.A.	—	227	—
Monte Carlo	37,865	24.1	15,397	9.8	46,820	29.8	8,798	5.6	N.A.	—	9,270	5.9	N.A.	—	314	0.2
Chevrolet	49,763	26.9	23,493	12.7	22,017	31.7	9,805	5.3	N.A.	—	15,169	8.2	N.A.	—	2,220	1.2
Corvette	N.A.	—	958	2.1	5,795	12.7	9,309	20.4	913	2.0	25,736	56.4	2,647	5.8	N.A.	—
Oldsmobile Division	105,100	11.2	37,306	4.0	499,328	53.1	67,286	7.2	3,407	0.4	152,246	16.2	4,976	0.6	9,938	1.1
Omega	51,651	34.9	10,502	7.0	68,834	46.5	2,296	1.6	N.A.	—	10,874	7.4	N.A.	—	486	0.3
Cutlass	27,389	13.9	12,663	6.4	110,733	56.5	6,204	3.2	N.A.	—	20,803	10.6	N.A.	—	1,320	0.7
Cutlass Supreme	17,446	6.1	10,201	3.5	166,940	58.4	17,469	6.1	N.A.	—	43,969	15.4	N.A.	—	986	0.3
Oldsmobile	8,614	3.2	3,940	1.4	144,291	53.7	29,496	11.0	2,108	0.8	59,706	22.2	2,738	1.0	6,042	2.2
Toronado	N.A.	—	N.A.	—	8,530	20	11,821	27.7	1,299	3.0	16,894	39.7	2,238	5.0	1,104	2.6
Pontiac Division	83,179	17.3	33,201	6.9	213,482	44.4	22,332	4.6	N.A.	—	53,147	11.0	N.A.	—	3,279	0.7
Firebird	6,378	9.0	2,042	2.9	23,856	33.6	5,023	7.1	N.A.	—	20,527	28.9	N.A.	—	267	0.4
Phoenix	52,858	41.3	14,243	11.1	46,940	36.7	1,830	1.4	N.A.	—	6,377	5.0	N.A.	—	N.A.	—
Grand Prix	10,184	9.4	4,550	4.2	56,339	52.0	5,742	5.3	N.A.	—	12,135	11.2	N.A.	—	433	0.4
LeMans	20,073	27.9	8,130	11.3	30,434	42.3	1,007	1.4	N.A.	—	2,878	4.0	N.A.	—	216	0.3
Pontiac	7,394	7.2	4,236	4.2	55,913	54.8	8,730	8.6	N.A.	—	11,230	11.0	N.A.	—	2,363	2.3
VOLKSWAGEN	N.A.	N.A.	42,487	23.6	21,919	12.2	N.A.	N.A.	N.A.	—	15,741	8.8	N.A.	—	N.A.	—
Total Cars, U. S.	1,976,016	29.2	604,720	8.9	2,049,879	30.3	319,227	4.7	27,482	0.4	743,136	11.0	31,436	0.5	46,548	0.7

*Lincoln-Mercury does not break out specific radio types with CB. All sound systems equipped with a CB are included in the AM/FM w/CB column.

**—Cimarron offered only AM/FM stereo with cassette tape during the abbreviated '81 production run. Some 39.4 percent of buyers chose to delete it, since it was billed as a delete option. Cadillac does not promote radios in its other lines as delete options, although it said customers always retained that prerogative. It didn't track deletes of radios on other lines, but guessed they were fewer than 1 percent. AM/FM stereo is standard on all Cadillac lines, except Cimarron.

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power assist items with functional value have been increasing on smaller cars. They have a secure future, Strunk added.

"Historically, compact and small-specialty models had lower installations," Strunk pointed out. "But these have been increasing on new small models."

Pinto, for example, only had about a 25 percent penetration of air conditioning; whereas Escort's rates had been running close to 50 percent in mid-'82.

While small cars don't carry the same kinds of equipment loads that traditional full-size models have had, the penetration rates of items like air conditioning, electric defrosters and premium radios have doubled over historical rates for these models.

In round numbers, the average equipped Escort carried about $1,500 worth of optional equipment in mid-'82. The figure, affected by the large numbers of base Escorts available, was down from '81.

At the other end of the spectrum, an average - equipped Thunderbird carried about $2,500 worth of options and the average full-sized Ford about $3,000 worth, Strunk said.

Within the next few years, he sees a big growth in graphic display and electronic-type optional equipment: Graphic readouts of fuel economy, elapsed travel time, etc.

Although they're not expected to be high-volume items, such packages will be up sharply from their current 5-10 percent penetration levels, he predicted.

Interestingly, the reduction in dealer inventories of vehicles helped boost optional equipment offerings to some degree in '82.

Power steering, tilt wheel

Meanwhile, Saginaw Steering Gear Div. of General Motors sees a fairly bright future for power steering and tilt wheel.

It expects power steering to be at about 90 percent by 1985 for General Motors cars, slightly below current levels, and tilt wheel to hit 65-70 percent.

Donald Schutt, marketing manager for Saginaw Steering Gear, said that through January, 1982, power steering had in fact been running at 64 percent on GM cars, "so that projection (for '85) is not as far-fetched as it may seem."

"Tilt wheel has been growing beyond our wildest imagination on small cars, doing particularly well with younger people," Schutt said.

Saginaw Steering has typically promoted tilt wheel as a way to facilitate entry and exit from a small

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STEERING WHEEL, SPEED CONTROL OPTIONS ON 1981 U. S. MODELS

	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output	Speed Control	Percent of Output
AMERICAN MOTORS	41,548	30.30	....	....	17,491	12.76
Spirit	6,854	15.40	....	....	831	1.90
Concord	17,004	30.90	....	....	9,538	17.30
Eagle	9,816	67.80	....	....	5,939	41.00
SX/4	7,874	34.30	....	....	1,183	5.20
CHRYSLER CORP.	97,765	13.33	....	....	146,971	20.04
C-P Total	62,656	14.86	....	....	93,167	22.10
Horizon	....	....	....	....	5,777	6.60
Reliant	29,074	14.20	....	....	45,454	22.20
TC-3	....	....	....	....	3,710	7.10
Gran Fury	1,425	18.40	....	....	790	10.20
Cordoba	13,190	65.00	....	....	13,190	65.00
LeBaron	10,937	28.50	....	....	14,967	39.00
Chrysler	8,030	75.90	....	....	9,279	87.70
Dodge Total	35,109	11.25	....	....	53,804	17.25
Omni	....	....	....	....	4,488	6.90
024	....	....	....	....	3,537	7.10
Aries	21,999	13.90	....	....	33,236	21.00
Diplomat	6,049	28.20	....	....	4,311	20.10
Mirada	5,509	46.30	....	....	6,592	55.40
St. Regis	1,552	28.10	....	....	1,640	29.70
FORD MOTOR	376,421	25.03	....	....	513,225	34.13
Ford Division	187,048	18.30	....	....	282,290	27.62
Escort	....	....	....	....	41,053	12.80
EXP	....	....	....	....	15,436	21.60
Fairmont	15,922	9.90	....	....	33,935	21.10
Must./Must II	17,709	9.70	....	....	21,542	11.80
Granada	52,055	42.90	....	....	49,143	40.50
T-Bird	57,911	66.80	....	....	62,246	71.80
Ford	43,451	55.60	....	....	58,925	75.40
L-M Division	189,373	39.29	....	....	230,935	47.91
Lynx	....	....	....	....	15,229	13.60
Capri	7,191	12.20	....	....	8,724	14.80
Zephyr	8,779	13.20	....	....	21,748	32.70
Cougar	24,841	46.30	....	....	27,095	50.50
XR-7	27,285	73.20	....	....	27,360	73.40
Mercury	52,824	85.70	....	....	57,570	93.40
LN7	....	....	....	....	4,493	20.00
Lincoln	31,755	96.70	....	....	32,018	97.50
Mark VI	36,698	100.00	....	....	36,698	100.00
GENERAL MOTORS	1,971,041	46.88	319,792	7.61	1,841,018	43.79
Buick Division	537,899	62.77	25,864	3.02	473,803	55.29
Skylark	109,667	42.10	....	....	90,882	34.90
LeSabre	67,670	75.90	3,143	3.50	69,365	77.80
Century	82,623	57.30	....	....	78,600	54.50
Regal	165,200	68.80	....	....	119,030	49.60
Electra	68,983	100.00	16,443	23.80	66,330	96.20
Riviera	43,756	84.10	6,278	12.10	49,596	95.40
Cadillac Division	14,986	5.94	227,512	90.19	70,403	27.91
Cimarron	14,986	92.40	....	....	4,652	28.70
Seville	....	....	28,606	100.00	8,884	31.10
Eldorado	....	....	59,122	97.60	16,184	26.70
Cadillac	....	....	139,784	93.80	40,683	27.30
Chevrolet Division	505,181	30.19	45,631	2.73	426,312	25.48
Chevette	39,950	8.80	....	....	....	....
Cavalier	20,516	31.50	....	....	2,345	3.60
Camaro	75,392	59.80	....	....	40,919	32.40
Citation	96,534	23.80	....	....	76,566	18.50
Malibu	68,472	30.20	....	....	71,646	31.60
Monte Carlo	90,027	57.30	....	....	77,301	49.20
Chevrolet	112,290	60.70	....	....	120,985	65.40
Corvette	....	....	45,631	100.00	36,550	80.10
Oldsmobile Division	607,645	64.60	20,785	2.21	619,830	65.89
Omega	52,235	35.30	....	....	45,523	30.70
Cutlass	109,974	56.10	....	....	123,050	62.80
Cutlass Supreme	193,366	67.60	....	....	171,293	59.90
Oldsmobile	217,788	81.00	14,372	5.30	238,722	88.80
Toronado	34,282	80.40	6,413	15.00	41,242	96.80
Pontiac Division	305,330	63.47	....	....	250,670	52.11
Firebird	52,251	73.70	....	....	32,021	45.20
Phoenix	50,924	39.80	....	....	31,202	24.40
Grand Prix	81,150	74.90	....	....	71,832	66.30
LeMans	36,190	50.30	....	....	31,441	43.70
Pontiac	84,815	83.10	....	....	84,174	82.50
VOLKSWAGEN	....	....	....	....	....	....
Total Cars, U. S.	2,486,775	36.80	319,792	4.73	2,518,705	37.27

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba-Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

DECORATIVE ROOF OPTIONS ON 1981 U. S. MODELS

	Vinyl Roofs	Percent of Output	Manual Slide Sunroof	Percent of Output	Electric Slide Sunroof	Percent of Output	Pop-Up Sunroof	Percent of Output	T-Roof	Percent of Output
AMERICAN MOTORS	37,733	27.51	N.A.	—	N.A.	—	36,640	26.72	N.A.	—
Spirit	N.A.	—	N.A.	—	N.A.	—	1,425	3.20	N.A.	—
Concord	33,840	61.40	N.A.	—	N.A.	—	544	1.00	N.A.	—
*Eagle	3,893	10.40	N.A.	—	N.A.	—	1,695	4.50	N.A.	—
CHRYSLER CORP.	92,885	12.66	N.A.	—	1,781	0.24	11,345	1.55	900	0.12
C-P Total	62,987	14.94	N.A.	—	1,299	0.31	5,966	1.42	403	0.10
Horizon	N.A.	—	N.A.	—	N.A.	—	875	1.00	N.A.	—
Reliant	27,641	13.50	N.A.	—	N.A.	—	1,433	0.70	N.A.	—
TC-3	N.A.	—	N.A.	—	N.A.	—	3,658	7.00	N.A.	—
Gran Fury	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cordoba	13,150	64.80	N.A.	—	670	3.30	N.A.	—	365	1.80
LeBaron	12,357	32.20	N.A.	—	153	0.40	N.A.	—	38	0.10
Chrysler	9,839	93.00	N.A.	—	476	4.50	N.A	—	N.A.	—
Dodge Total	29,898	9.58	N.A.	—	482	0.15	5,379	1.72	497	0.16
Omni	N.A.	—	N.A.	—	N.A.	—	585	0.90	N.A.	—
024	N.A.	—	N.A.	—	N.A.	—	3,686	7.40	N.A.	—
Aries	17,567	11.10	N.A.	—	N.A.	—	1,108	0.70	N.A.	—
Diplomat	3,754	17.50	N.A.	—	64	0.30	N.A.	—	21	0.10
Mirada	6,556	55.10	N.A.	—	369	3.10	N.A.	—	476	4.00
St. Regis	2,021	36.60	N.A.	—	49	0.90	N.A.	—	N.A.	—
FORD MOTOR	335,441	22.30	N.A.	—	N.A.	—	95,436	6.35	25,529	1.70
Ford Division	149,944	14.67	N.A.	—	N.A.	—	59,155	5.79	18,986	1.86
Escort	N.A.	—	N.A.	—	N.A.	—	10,905	3.40	N.A.	—
EXP	N.A.	—	N.A.	—	N.A.	—	16,621	23.20	N.A.	—
Fairmont	23,480	14.60	N.A.	—	N.A.	—	4,825	3.00	N.A.	—
Must./Must. II	9,493	5.20	N.A.	—	N.A.	—	21,360	11.70	18,986	10.40
Granada	37,130	30.60	N.A.	—	N.A.	—	849	0.70	N.A.	—
T-Bird	39,359	45.40	N.A.	—	N.A.	—	4,595	5.30	N.A.	—
Ford	40,482	51.80	N.A.	—	N.A.	—	N.A.	—	N.A.	—
L-M Division	185,497	38.48	N.A.	—	N.A.	—	36,281	7.53	6,543	1.36
Lynx	N.A.	—	N.A.	—	N.A.	—	5,263	4.70	N.A.	—
Capri	N.A.	—	N.A.	—	N.A.	—	20,572	34.90	6,543	11.10
Zephyr	11,905	17.90	N.A.	—	N.A.	—	2,860	4.30	N.A.	—
Cougar	27,363	51.00	N.A.	—	N.A.	—	322	0.60	N.A.	—
XR-7	29,335	78.70	N.A.	—	N.A.	—	1,715	4.60	N.A.	—
Mercury	49,742	80.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
LN7	N.A.	—	N.A.	—	N.A.	—	5,549	24.70	N.A.	—
Lincoln	32,839	100.00	N.A.	—	2,107	6.40	N.A.	—	N.A.	—
Mark VI	34,313	93.50	N.A.	—	7,596	20.70	N.A.	—	N.A.	—
GENERAL MOTORS	1,070,732	25.47	N.A.	—	73,043	1.74	22,596	0.54	125,534	2.99
Buick Division	344,026	40.14	N.A.	—	18,105	2.11	4,602	0.54	3,773	0.44
Skylark	40,601	15.60	N.A.	—	N.A.	—	4,602	1.80	N.A.	—
LeSabre	44,869	50.30	N.A.	—	666	0.70	N.A.	—	N.A.	—
Century	53,873	37.30	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Regal	141,720	59.00	N.A.	—	4,980	2.10	N.A.	—	3,773	1.60
Electra	23,188	33.60	N.A.	—	3,989	5.80	N.A.	—	N.A.	—
Riviera	39,775	76.50	N.A.	—	8,470	16.30	N.A.	—	N.A.	—
Cadillac Division	104.683	41.50	N.A.	—	23,302	9.24	4,073	1.61	N.A.	—
Cimarron	N.A.	—	N.A.	—	N.A.	—	4,073	29.00	N.A.	—
Seville	N.A.	—	N.A.	—	5,135	18.00	N.A.	—	N.A.	—
Eldorado	N.A.	—	N.A.	—	10,222	16.90	N.A.	—	N.A.	—
Cadillac	104,683	70.20	N.A.	—	7,945	5.30	N.A.	—	N.A.	—
Chevrolet Division	93,166	5.57	N.A.	—	3,142	0.19	11,191	0.67	82,628	4.94
Chevette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	N.A.	—	N.A.	—	N.A.	—	1,302	2.00	N.A.	—
Camaro	N.A.	—	N.A.	—	N.A.	—	N.A.	—	30,399	24.10
Citation	N.A.	—	N.A.	—	N.A.	—	7,854	1.90	N.A.	—
Malibu	14,963	6.60	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Monte Carlo	48,234	30.70	N.A.	—	3,142	2.00	N.A.	—	6,598	4.20
Chevrolet	29,696	16.20	N.A.	—	N.A.	—	2,035	1.10	N.A.	—
Corvette	N.A.	—	N.A.	—	N.A.	—	N.A.	—	45,631	100.00
Oldsmobile Division	398,942	42.41	N.A.	—	21,873	2.33	N.A.	—	7,264	0.77
Omega	21,027	14.20	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass	48,369	24.70	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cutlass Supreme	125,680	43.90	N.A.	—	6,684	2.30	N.A.	—	7,264	2.50
Oldsmobile	173,045	64.40	N.A.	—	6,813	2.50	N.A.	—	N.A.	—
Toronado	30,821	72.30	N.A.	—	8,376	19.60	N.A.	—	N.A.	—
Pontiac Division	129,915	27.01	N.A.	—	6,621	1.37	2,730	0.57	31,869	6.62
Firebird	N.A.	—	N.A.	—	N.A.	—	N.A.	—	27,319	38.50
Phoenix	7,497	5.90	N.A.	—	N.A.	—	2,730	2.10	N.A.	—
Grand Prix	49,622	45.80	N.A.	—	3,900	3.60	N.A.	—	4,550	4.20
LeMans	14,246	19.80	N.A.	—	23	0.00	N.A.	—	N.A.	—
Pontiac	58,550	57.40	N.A.	—	2,698	2.60	N.A.	—	N.A.	—
VOLKSWAGEN	N.A.	—	35,649	19.80	N.A.	—	N.A.	—	N.A.	—
Total Cars, U. S.	1,536,791	22.74	35,649	0.53	74,824	1.11	166,017	2.46	151,963	2.25

*Includes SX-4.

Note: Figures are generally based on U.S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

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car, an inexpensive way to compensate for the size of the car.

Tilt wheel has been running about 50 percent on GM's smaller cars West of the Mississippi, and there's been good sales movement in the Midwest as well, with the Northeast the only area where the option does poorly, he said.

The telescope wheel option is only offered by GM, and will continue to have a limited market on select high-line models, like Cadillacs, Riviera, Toronado, etc., Schutt feels.

Meanwhile, power steering, he said, is getting increasing acceptance on small cars which will help offset the future decline in larger models where the item is standard.

Radios

James E. Cain, assistant general sales manager, Delco Electronics Division, General Motors, predicted a big trend toward "pre-recorded music" over the next several years.

Cassettes and new, still to be introduced, microcassettes, will be included in most car sound systems

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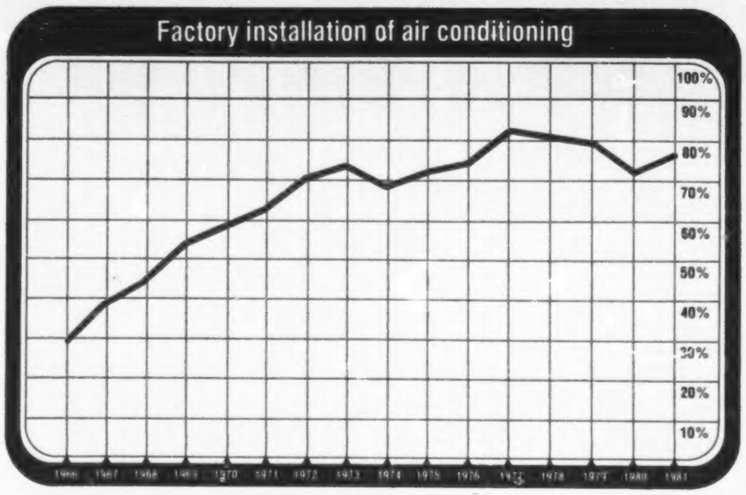

AIR CONDITIONING INSTALLATIONS

1981 VS. 1980 MODEL YEAR

	1981 Model Year			1980 Model Year		
	Unit Total	Percent of Output	Pct. of '81 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '80 Air Conditioner Installation
AMERICAN MOTORS	73,184	53.37	1.42	103,848	52.02	2.00
Spirit	16.566	37.10	0.32	23,725	33.40	0.46
Concord	40,208	73.00	0.78	52,296	65.00	1.00
Eagle	9,781	67.50	0.19	27,827	60.00	0.54
SX-4	6,629	28.90	0.13	....	....	....
CHRYSLER CORP.	427,736	58.31	8.25	489,092	63.91	9.44
C-P Total	256,901	60.95	4.96	302,825	66.97	5.85
Horizon/TC3	53,117	38.00	1.02	71,002	43.70	1.38
Reliant	131,653	64.30	2.54	....	....	....
Volare	....	....	....	64,985	59.20	1.25
Gran Fury	7,328	94.60	0.14	17,413	93.00	0.33
Cordoba	19,176	94.50	0.37	53,915	93.80	1.04
LeBaron	35,153	91.60	0.68	67,153	90.00	1.30
Chrysler	10,474	99.00	0.21	28,357	97.40	0.55
Dodge Total	170,835	54.76	3.29	186,267	59.49	3.59
Omni/024	39,741	34.60	0.77	59,821	43.30	1.15
Aspen	....	....	....	49,571	58.00	0.96
Aries	97,177	61.40	1.87	....	....	....
Diplomat	17,803	83.00	0.34	30,724	80.50	0.59
Mirada	10,828	91.00	0.21	30,039	87.80	0.58
St. Regis	5,286	95.70	0.10	16,112	94.40	0.31
FORD MOTOR	1,071,117	71.22	20.65	964,613	70.23	18.62
Ford Division	685,116	67.04	13.21	649,675	66.22	12.54
Escort	150,100	46.80	2.89	....	....	....
EXP	42,214	58.90	0.82	....	....	....
Fairmont	121,264	75.40	2.34	161,304	68.80	3.11
Must./Must. II	104,973	57.50	2.02	137,831	50.80	2.66
Granada	106,537	87.80	2.05	75,418	83.40	1.46
T-Bird	83,832	96.70	1.62	147,552	94.10	2.85
Ford	76,196	97.50	1.47	98,512	95.30	1.90
Pinto	....	....	....	29,058	23.30	0.56
L-M Division	386,001	80.08	7.44	314,938	80.24	6.08
Bobcat	....	....	....	9,021	36.60	0.17
Lynx	59,908	53.30	1.16	....	....	....
Capri	37,666	63.90	0.73	44,391	55.50	0.86
Zephyr	57,198	86.00	1.10	51,156	73.00	0.99
Cougar (Monarch)	49,575	92.40	0.96	26,429	86.60	0.51
XR-7 (Cougar)	36,157	97.00	0.70	55,417	95.50	1.07
LN7	14,692	65.40	0.28	....	....	....
Mercury	61,268	99.40	1.18	53,622	98.70	1.04
Lincoln	32,839	100.00	0.63	31,233	100.00	0.60
Mark VI	36,698	100.00	0.70	38,891	100.00	0.75
Versailles	....	....	....	4,784	100.00	0.09
GENERAL MOTORS	3,527,806	83.91	68.01	3,532,273	77.03	68.17
Buick Division	791,893	92.40	15.27	718,745	89.82	13.87
Skylark	218,303	83.80	4.21	167,329	79.00	3.23
Skyhawk	....	....	....	5,101	61.30	0.09
Century	136,159	94.40	2.63	135,218	91.10	2.61
Regal	229,730	95.60	4.43	199,274	92.80	3.85
LeSabre	86,711	97.20	1.67	163,202	97.00	3.15
Electra	68,983	100.00	1.33	....	....	....
Riviera	52,007	100.00	1.00	48,621	100.00	0.94
Cadillac Division	252,256	100.00	4.86	231,028	100.00	4.46
Cimarron	14,048	100.00	0.27	....	....	....
Seville	28,606	100.00	0.55	39,344	100.00	0.76
Eldorado	60,557	100.00	1.17	52,685	100.00	1.02
Cadillac	149,045	100.00	2.87	138,999	100.00	2.68
Chevrolet Division	1,162,319	69.47	22.41	1,287,210	63.46	24.84
Chevette	182,500	40.20	3.52	165,266	36.60	3.19
Cavalier	38,882	59.70	0.75	....	....	....
Monza ('80)	....	....	....	67,894	40.00	1.31
Camaro	96,118	76.20	1.85	107,175	70.05	2.07
Citation	279,440	67.60	5.39	388,264	62.20	7.49
Malibu	194,534	85.80	3.76	223,170	80.40	4.31
Monte Carlo	147,064	93.60	2.84	114,035	90.50	2.20
Chevrolet	178,150	96.30	3.43	180,792	97.00	3.49
Corvette	45,631	100.00	0.87	40,614	100.00	0.78
Oldsmobile Division	894,120	95.05	17.23	781,398	92.20	15.08
Omega	116,877	79.00	2.25	97,652	72.70	1.88
Cutlass	191,448	97.80	3.69	403,603	95.60	7.78
Cutlass Supreme	279,261	97.70	5.38	232,132	97.00	4.48
Oldsmobile	263,930	98.20	5.09	43,440	100.00	0.85
Toronado	42,604	100.00	0.82	4,571	55.50	0.09
Pontiac Division	427,218	88.81	8.24	513,892	75.73	9.92
Sunbird ('80)	....	....	....	67,486	47.17	1.30
Firebird	59,517	83.90	1.15	86,516	80.60	1.67
Phoenix	94,634	74.00	1.82	123,449	69.24	2.38
Grand Prix	105,852	97.70	2.05	110,595	96.41	2.14
LeMans	65,832	91.50	1.27	53,581	87.52	1.04
Pontiac	101,383	99.40	1.95	72,265	98.19	1.39
VOLKSWAGEN	86,933	48.40	1.67	91,539	41.00	1.77
Total Cars, U. S.	5,186,776	76.75	100.00	5,181,365	72.52	100.00

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

SEAT OPTIONS ON 1981 U. S. MODELS

	Bucket Seats	Percent of Output	Split Seats	Percent of Output	Bench	Percent of Output	Power Seats	Percent of Output
AMERICAN MOTORS	127,913	93.28	....	....	9,212	6.72	4,156	3.03
Spirit	44,596	100.00	....	....	1	0.00	....	....
Concord	45,951	83.40	....	....	9,146	16.60	1,892	3.40
Eagle	14,422	99.60	....	....	64	0.40	2,264	....
SX	22,942	100.00	....	....	1	0.00	....	....
CHRYSLER CORP.	346,274	47.20	53,954	7.36	333,295	45.44	71,849	9.80
C-P Total	191,512	45.43	43,004	10.20	187,009	44.37	61,183	14.52
Horizon	87,527	100.00	....	....	....	....	....	....
Reliant	39,926	19.50	....	....	164,822	80.50	7,576	3.70
TC3	52,254	100.00	....	....	....	....	....	....
Gran Fury	....	....	372	4.80	7,374	95.20	62	0.80
Cordoba	11,344	55.90	8,949	44.10	....	....	7,508	37.00
LeBaron	461	1.20	23,103	60.20	14,813	38.60	38,377	100.00
Chrysler	....	....	10,580	100.00	....	....	7,660	72.40
Dodge Total	154,762	49.60	10,950	3.51	146,286	46.89	10,666	3.42
Omni	65,047	100.00	....	....	....	....	....	....
024	49,811	100.00	....	....	....	....	....	....
Aries	27,855	17.60	....	....	130,414	82.40	5,381	3.40
Diplomat	150	0.70	5,427	25.30	15,872	74.00	1,330	6.20
Mirada	11,899	100.00	....	....	....	....	3,082	25.90
St. Regis	....	....	5,523	100.00	....	....	873	15.80
FORD MOTOR	839,949	55.85	334,883	22.27	329,114	21.88	368,128	24.48
Ford Division	624,514	61.11	156,588	15.32	240,843	23.57	220,465	22.16
Escort	320,727	100.00	....	....	....	....	....	....
EXP	71,644	100.00	....	....	....	....	....	....
Fairmont	34,256	21.30	....	....	126,572	78.70	160,828	100.00
Must./Must. II	182,562	100.00	....	....	....	....	....	....
Granada	12,377	10.20	51,813	42.70	57,151	47.10	7,038	5.80
T-Bird	2,948	3.40	63,199	72.90	20,546	23.70	28,609	33.00
Ford	....	....	41,576	53.20	36,574	46.80	30,010	38.40
L-M Division	215,435	44.70	178,295	36.99	88,271	18.31	141,646	29.39
Lynx	111,978	100.00	....	....	....	....	....	....
Capri	58,946	100.00	....	....	....	....	....	....
Zephyr	15,696	23.60	....	....	50,813	76.40	998	1.50
Cougar	4,561	8.50	26,987	50.30	22,105	41.20	7,780	14.50
XR-7	1,789	4.80	30,118	80.80	5,368	14.40	11,555	31.00
Mercury	....	....	51,653	83.80	9,985	16.20	51,776	84.00
LN7	22,465	100.00	....	....	....	....	....	....
Lincoln	....	....	32,839	100.00	....	....	32,839	100.00
Mark VI	....	....	36,698	100.00	....	....	36,698	100.00
GENERAL MOTORS	1,059,622	25.21	1,593,947	37.91	1,550,494	36.88	1,012,837	24.09
Buick Division	49,263	5.74	648,188	75.64	159,544	18.62	271,859	31.72
Skylark	32,266	12.30	230,062	87.70	....	....	....	....
LeSabre	476	0.50	88,734	99.50	....	....	54,450	61.00
Century	730	0.50	66,416	46.00	77,121	53.50	26,872	18.60
Regal	13,847	5.80	143,930	59.90	82,423	34.30	69,547	29.00
Electra	....	....	68,983	100.00	....	....	68,983	100.00
Riviera	1,944	3.70	50,063	96.30	....	....	52,007	100.00
Cadillac Division	14,048	5.56	141,804	56.22	96,399	38.22	251,836	99.83
*Cimarron	14,048	100.00	....	....	....	....	13,628	8.40
Seville	....	....	28,606	100.00	NA	—	28,606	100.00
Eldorado	....	....	60,557	100.00	NA	—	60,557	100.00
Cadillac	....	....	52,646	35.30	96,399	64.70	149,045	100.00
Chevrolet Division	792,187	47.35	139,244	8.32	741,662	44.33	97,763	5.84
Chevette	453,982	100.00	....	....	....	....	....	....
Cavalier	65,130	100.00	....	....	....	....	586	0.90
Camaro	126,138	100.00	....	....	....	....	....	....
Citation	78,452	19.00	....	....	334,836	81.00	414	0.10
Malibu	3,854	1.70	28,568	12.60	194,305	85.70	6,802	3.00
Monte Carlo	18,540	11.80	51,848	33.00	86,727	55.20	12,569	8.00
Chevrolet	370	0.20	58,828	31.80	125,794	68.00	44,583	24.10
Corvette	45,631	100.00	....	....	....	....	32,809	71.90
Oldsmobile Division	86,459	9.19	523,421	55.65	330,775	35.16	297,524	31.63
Omega	27,277	18.40	51,546	34.80	69,095	46.70	3,378	2.20
Cutlass	....	....	92,238	47.10	103,492	52.80	36,660	18.70
Cutlass Supreme	53,586	18.70	126,020	44.20	106,229	37.10	44,675	15.60
Oldsmobile	1,637	0.60	214,972	80.00	51,959	19.30	170,207	63.30
Toronado	3,959	9.30	38,645	90.70	....	....	42,604	100.00
Pontiac Division	117,665	24.46	141,285	29.37	222,114	46.17	93,855	19.51
Firebird	70,899	100.00	....	....	....	....	....	....
Phoenix	20,759	16.20	....	....	107,110	83.80	3,744	2.90
Grand Prix	24,486	22.60	48,430	44.70	35,428	32.70	30,878	28.50
LeMans	791	1.10	20,217	28.10	50,939	70.80	6,259	8.70
Pontiac	730	0.70	72,638	71.20	28,637	28.10	52,974	51.90
VOLKSWAGEN	179,635	100.00	....	....	....	....	....	....
Total Cars, U. S.	2,553,393	37.78	1,982,784	29.34	2,222,115	32.88	1,456,970	21.56

*Cimarron power seats are for driver side only.

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204.064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

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in the future, Cain predicted.

"Young people today who will be the major buyers in the next five to seven years will all want pre-recorded music."

In the last four to five years the trend has been out of AM into AM/FM stereo. This will continue, with AM/FM stereo, including cassette, becoming the most popular combination over the next several years.

"A lot depends on how fast we can develop the technology to get costs out of the product," he added.

AM/FM stereos without tape will be the second most popular combination by then by 1985, Cain said.

Simple AM and AM/FM units will become passe, particularly when the Federal Communication Commission approves AM stereo, he predicted.

"We don't know when approval will come. But it will come because broadcasters have to have it. Then AM monaural and AM/FM monaural will become obsolete."

Delco has a new micro-cassette under development, along with other manufacturers, that will be introduced within a few years. It will compete with today's conventional size cassettes, leaving eight-track tapes behind.

Eight-track tapes, Cain added, are still popular with the older age group, and others who have money invested in libraries of such tapes. But, "without question," the market is moving "into cassettes and something smaller," he added.

Air conditioning

Michael K. Walsh, general sales manager for the Harrison Radiator Division, feels that air conditioning will "hold pretty steady to what we've seen in the past."

"As people downsize, those that have had factory-installed 'air' recognize the benefits of it and tend to order it in their new smaller cars," he said.

"As a composite, air conditioning will hold to the high levels of today. Implied in that forecast is an ever-increasing number of smaller vehicles with air conditioning," Walsh said.

Auto companies don't have the competitive problems with air conditioning that they've had with radios.

There is some aftermarket 'air' installed in vehicles, Walsh noted, but "it's a very small portion of the total market. The reason is the significant performance differential between aftermarket and factory air."

TRANSMISSION OPTIONS on 1981 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	99,037	72.22	38,088	27.78	NA	......
Spirit	25,734	57.70	18,865	42.30	NA	......
Concord	52,234	94.80	2,863	5.20	NA	......
*Eagle	21,069	56.30	16,360	43.70	NA	......
CHRYSLER CORP.	535,609	73.02	197,914	26.98	NA	......
C-P Total	317,843	75.40	103,682	24.60	NA	......
Horizon	47,789	54.60	39,738	45.40	NA	......
Reliant	168,917	82.50	35,831	17.50	NA	......
TC-3	24,141	46.20	28,113	53.80	NA	......
Gran Fury	7,746	100.00	NA	....	NA	......
Cordoba	20,293	100.00	NA	....	NA	......
LeBaron	38,377	100.00	NA	....	NA	......
Chrysler	10,580	100.00	NA	....	NA	......
Dodge Total	217,766	69.80	94,232	30.20	NA	......
Omni	31,613	48.60	33,434	51.40	NA	......
024	19,875	39.90	29.936	60.10	NA	......
Aries	127,407	80.50	30,862	19.50	NA	......
Diplomat	21,449	100.00	NA	....	NA	......
Mirada	11,899	100.00	NA	....	NA	......
St. Regis	5,523	100.00	NA	....	NA	......
FORD MOTOR	1,034,587	68.79	450,966	29.90	18,393	1.22
Ford Division	668,379	65.40	342,247	33.49	11,319	1.11
Escort	114,820	35.80	205,907	64.20	NA	......
EXP	17,240	24.10	54,404	75.90	NA	......
Fairmont	146,675	91.20	14,153	8.80	NA	......
Must./Must. II	106,251	58.20	64,992	35.60	11,319	6.20
Granada	118,550	97.70	2,791	2.30	NA	......
T-Bird	86,693	100.00	NA	....	NA	......
Ford	78,150	100.00	NA	....	NA	......
L-M Division	366,208	75.98	108,719	22.56	7,074	1.46
Lynx	44,343	39.60	67,635	60.40	NA	......
Capri	31,654	53.70	20,218	34.30	7,074	12.00
Zephyr	62,984	94.70	3,525	5.30	NA	......
Cougar	53,116	99.00	537	1.00	NA	......
XR-7	37,275	100.00	NA	....	NA	......
Mercury	61,638	100.00	NA	....	NA	......
LN7	5,661	25.20	16,804	74.80	NA	......
Lincoln	32,839	100.00	NA	....	NA	......
Mark VI	36,698	100.00	NA	....	NA	......
GENERAL MOTORS	3,823,498	90.95	354,108	8.42	7,264	0.17
Buick Division	839,944	98.01	17,051	1.99	NA	......
Skylark	245,277	93.50	17,051	6.50	NA	......
LeSabre	89,210	100.00	NA	....	NA	......
Century	144,267	100.00	NA	....	NA	......
Regal	240,200	100.00	NA	....	NA	......
Electra	68,983	100.00	NA	....	NA	......
Riviera	52,007	100.00	NA	....	NA	......
Cadillac Division	250,584	99.34	1,672	0.66	NA	......
Cimarron	12,376	88.10	1,672	11.90	NA	......
Seville	28,606	100.00	NA	....	NA	......
Eldorado	60,557	100.00	NA	....	NA	......
Cadillac	149,045	100.00	NA	....	NA	......
Chevrolet Division	1,343,178	80.28	303,779	18.16	7,264	0.43
Chevette	250,598	55.20	196,121	43.20	7,263	1.60
Cavalier	47,545	73.00	17,585	27.00	NA	......
**Camaro	109,760	87.00	NA	....	NA	......
Citation	329,782	79.80	83,596	20.20	NA	......
**Malibu	224,233	98.90	NA	....	NA	......
Monte Carlo	157,115	100.00	NA	....	NA	......
Chevrolet	184,992	100.00	NA	....	NA	......
Corvette	39,153	85.80	6,478	14.20	NA	......
Oldsmobile Division	929,612	98.83	11,020	1.17	NA	......
Omega	136,898	92.50	11,020	7.40	NA	......
**Cutlass	195,707	99.90	NA	....	NA	......
Cutlass Supreme	285,835	100.00	NA	....	NA	......
Oldsmobile	268,568	100.00	NA	....	NA	......
Toronado	42,604	100.00	NA	....	NA	......
Pontiac Division	460,180	95.66	20,586	4.28	NA	......
**Firebird	66,498	93.80	4,138	5.80	NA	......
Phoenix	111,421	87.10	16,448	12.90	NA	......
Grand Prix	108,344	100.00	NA	....	NA	......
**LeMans	71,912	99.90	NA	....	NA	......
Pontiac	102,005	100.00	NA	....	NA	......
VOLKSWAGEN	16,263	9.00	108,505	60.40	54,867	30.60
Total Cars, U.S.	5,508,994	81.51	1,149,581	17.01	80,524	1.19

*Eagle includes the SX-4.

**Some 23 Olds Cutlasses, 36 Pontiac LeMans, 263 Firebirds, 16,378 Camaros and 2,494 Malibus had a three speed manual, dropped by GM for '82.

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TIRE OPTIONS ON 1981 U. S. MODELS

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Raised Letter Sidewalls	Percent of Output
AMERICAN MOTORS	29,963	21.85	107,123	78.12	88,047	64.21	872	0.64
Spirit	1,817	4.10	42,782	95.90	29,370	65.90	707	1.60
Concord	9,164	16.60	45,933	83.30	38,540	69.90	165	0.30
Eagle	8,624	59.50	5,862	40.50	9,386	64.80	....	....
SX/4	10,358	45.10	12,546	54.70	10,751	46.90	....	....
CHRYSLER CORP.	105,927	14.44	617,404	84.17	577,990	78.80	15,567	2.12
Chrysler-Plymouth Total	61,422	14.57	352,689	83.67	338,165	80.22	3,915	0.93
Horizon	8,052	9.20	79,475	90.80	63,457	72.50	....	....
Reliant	18,018	8.80	186,730	91.20	177,721	86.80	....	....
TC3	8,360	16.00	43,893	84.00	33,129	63.40	3,449	6.60
Gran Fury	294	3.80	883	11.40	1,177	15.20	....	....
Cordoba	13,231	65.20	7,062	34.80	19,826	97.70	466	2.30
LeBaron	5,373	14.00	32,160	83.80	32,275	84.10	....	....
Chrysler	8,094	76.50	2,486	23.50	10,580	100.00	....	....
Dodge Total	44,505	14.27	264,715	84.85	239,825	76.87	11.652	3.74
Omni	6,570	10.10	58,477	89.90	45,273	69.60	....	....
Mirada	7,330	61.60	4,569	38.40	10,757	90.40	1,142	9.60
Aries	12,028	7.60	146,241	92.40	141,176	89.20	....	....
Diplomat	1,909	8.90	19,540	91.10	15,980	74.50	....	....
024	15,790	31.70	34,021	68.30	24,607	49.40	10,510	21.10
St. Regis	878	15.90	1,867	33.80	2,032	36.80	....	....
FORD MOTOR	1,503,946	100.00	....	....	1,048,796	69.74	24,183	1.61
Ford Division	1,021,945	100.00	....	....	670,725	65.63	14,322	1.40
Escort	320,727	100.00	....	....	103,274	32.20	....	....
EXP	71,644	100.00	....	....	....	....	10,245	14.30
Fairmont	160,828	100.00	....	....	144,584	89.90	....	....
Mustang/Mustang II	182,562	100.00	....	....	151,161	82.80	3,834	2.10
Granada	121,341	100.00	....	....	113,818	93.80	243	0.20
Thunderbird	86,693	100.00	....	....	86,693	100.00	....	....
Ford	78,150	100.00	....	....	71,195	91.10	....	....
Lincoln-Mercury Division	482,001	100.00	....	....	378,071	78.44	9.861	2.05
Lynx	111,978	100.00	....	....	55,541	49.60	....	....
Capri	58,946	100.00	....	....	26,231	44.50	2,947	5.20
Zephyr	66,509	100.00	....	....	61,454	92.40	....	....
Cougar	53,653	100.00	....	....	51,292	95.60	107	0.20
XR-7	37,275	100.00	....	....	37,275	100.00	....	....
Mercury	61,638	100.00	....	....	61,083	99.10	....	....
LN7	22,465	100.00	....	....	15,658	69.70	6,807	30.30
Lincoln	32,839	100.00	....	....	32,839	100.00	....	....
Mark VI	36,698	100.00	....	....	36,698	100.00	....	....
GENERAL MOTORS	2,909,760	69.21	1,287,809	30.63	3,782,453	89.97	175,140	4.17
Buick Division	634,992	74.10	220,270	25.70	828,016	96.62	4,505	0.53
Skylark	68,953	26.50	191,642	73.50	245,192	94.10	1,376	.50
LeSabre	88,484	99.20	726	0.80	87,423	98.00	....	....
Century	116,365	80.70	27,902	19.30	139,860	96.90	222	0.20
Regal	240,200	100.00	....	....	234,551	97.60	2,907	1.20
Electra	68,983	100.00	....	....	68,983	100.00	....	....
Riviera	52,007	100.00	....	....	52,007	100.00	....	....
Cadillac Division	252,256	100.00	....	....	245,429	97.29	....	....
Cimarron	14,048	100.00	....	....	7,221	51.40	....	....
Seville	28,606	100.00	....	....	28,606	100.00	....	....
Eldorado	60,557	100.00	....	....	60,557	100.00	....	....
Cadillac	149,045	100.00	....	....	149,045	100.00	....	....
Chevrolet Division	816,257	48.79	852,074	50.93	1,379,247	82.44	117,553	7.03
Chevette	23,607	5.20	430,374	94.80	390,425	86.00	2,270	0.50
Cavalier	8,337	12.80	56,793	87.20	40,120	61.60	1,172	1.80
Camaro	126,138	100.00	....	....	63,826	50.60	59,663	47.30
Citation	127,826	30.90	285,553	69.10	354,265	85.70	9,094	2.20
Malibu	142,611	62.90	79,354	35.00	205,188	90.50	453	0.20
Monte Carlo	157,115	100.00	....	....	155,230	98.80	....	....
Chevrolet	184,992	100.00	....	....	170,193	92.00	....	....
Corvette	45,631	100.00	....	....	....	....	44,901	98.40
Oldsmobile Division	822,265	87.41	118,390	12.59	910,584	96.80	6,477	0.69
Omega	41,502	28.00	106,416	71.90	133,773	90.40	1,254	0.80
Cutlass	183,756	93.80	11,974	6.10	190,596	97.30	194	0.00
Cutlass Supreme	285,835	100.00	....	....	278,311	97.30	5,029	1.70
Oldsmobile	268,568	100.00	....	....	265,300	98.70	....	....
Toronado	42,604	100.00	....	....	42,604	100.00	....	....
Pontiac Division	383,990	79.82	97,075	20.18	419,177	87.14	46,605	9.69
Firebird	70,899	100.00	....	....	24,389	34.40	44,808	63.20
Phoenix	56,767	44.40	71,102	55.60	117,467	91.90	1,653	1.30
Grand Prix	108,344	100.00	....	....	107,369	99.10	....	....
LeMans	45,975	63.90	25,973	36.10	69,574	96.70	144	0.20
Pontiac	102,005	100.00	....	....	100,378	98.40	....	....
VOLKSWAGEN	177,300	98.70	....	....	15,103	8.40	....	....
Total Cars, U. S.	4,726,896	69.94	2,012,336	29.78	5,512,389	81.57	215,762	3.19

NOTE: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

EPA mileage ratings

Continued from Page 72

Est. MPG		Engine CID	Trans.	Fuel Sys.: No. bbls. or fuel Injec.
17	Chevrolet K10 4WD	250	M4C	2
17	Chevrolet K10 4WD	250	A4	2
17	Dodge D150	225	M4C	1
17	Dodge D150	318	M4	2
17	Dodge D250	225	M4C	1
17	Dodge W150	225	M4C	1
17	Ford F100/F150	255	M3	2
17	Ford F100/F150	300	A3	1
17	Ford F100/F150	255	M4	2
17	Ford F250	300	A3	1
17	GMC Caballero	305	A3	4
17	GMC Caballero	267	A3	2
17	GMC C15	305	A4	4
17	GMC C25	305	M4C	4
17	GMC C25	250	M4C	2
17	GMC C25	250	A4	2
17	GMC K15 4WD	305	M4C	4
17	GMC K15 4WD	250	M4C	2
17	GMC K15 4WD	250	A4	2
17	Jeep J10	258	M5	2
17	Plymouth Fargo D150	318	M4	2
17	Plymouth Fargo D150	225	M4C	1
17	Plymouth Fargo D250	225	M4C	1
17	Plymouth Fargo W150 4WD	225	M4C	1
16	Chevrolet C10	305	A3	4
16	Chevrolet C20	305	A4	4
16	Chevrolet K10	305	A4	4
16	Dodge D150	318	A3	2
16	Dodge D150	318	M4C	2
16	Dodge W150 4WD	225	A3	1
16	Ford F100/F150	302	A4	2
16	Ford F100/F150	255	A3	2
16	Ford F100/F150	302	M4	2
16	Ford F100/F150	302	M3	2
16	GMC C15	305	A3	4
16	GMC C25	305	A4	4
16	GMC K15 4WD	305	A4	4
16	Plymouth Fargo D150	318	A3	2
16	Plymouth Fargo D150	318	M4C	2
16	Plymouth Fargo W150	225	A3	1
15	Dodge D250	318	A3	2
15	Dodge W150	318	A3	2
15	Dodge W250	318	A3	2
15	Ford F100/F150	302	A3	2
15	Ford F150 4WD	302	M4C	2
15	Ford F150 4WD	302	M4	2
15	Ford F250	302	A4	2
15	Ford F250	302	M3/M4C	2
15	Ford F250 4WD	300	M4C	1
15	Plymouth Fargo D250	318	A3	2
15	Plymouth Fargo W150 4WD	318	A3	2
15	Plymouth Fargo W250 4WD	318	A3	2
14	Chevrolet K20 4WD	350	A4	4
14	Dodge D150	318	A3	4
14	Dodge D250	318	M4C	2
14	Dodge W150 4WD	318	M4C	2
14	Dodge W250 4WD	318	M4C	2
14	Ford F150 4WD	302	A3	2
14	Ford F250	302	A3	2
14	Ford F250	302	M4	2
14	Ford F250 4WD	302	M4C	2
14	GMC K25 4WD	350	A4	4
14	Plymouth Fargo D150	318	A3	4
14	Plymouth Fargo D250	318	M4C	2
14	Plymouth Fargo W150 4WD	318	M4C	2
14	Plymouth Fargo W250 4WD	318	M4C	2
13	Chevrolet K20 4WD	350	M4C	4
13	Dodge D150	318	M4C	4
13	Dodge W150 4WD	318	A3	4
13	Ford F100/F150	5.8L	A3	2
13	Ford F250 4WD	351	M4C	2
13	Ford F250 4WD	302	A3	2
13	GMC K25 4WD	350	M4C	4
13	Jeep J10	360	A3	2
13	Jeep J10	360	M4	2
13	Jeep J20	360	A3	2
13	Jeep J20	360	M4C	2
13	Plymouth Fargo D150	318	M4C	4
13	Plymouth Fargo W150	318	A3	4
12	Dodge D250	318	M4C	4
12	Dodge D250	318	A3	4
12	Dodge W150 4WD	318	M4C	4
12	Dodge W250 4WD	318	M4C	4
12	Dodge W250 4WD	318	A3	4
12	Ford F150 4WD	5.8L	A3	2
12	Ford F250 2WD	351	A3	2
12	Ford F250 4WD	5.8L	A3	2
12	Plymouth Fargo D250	318	M4C	4
12	Plymouth Fargo D250	318	A3	4
12	Plymouth Fargo W150	318	M4C	4
12	Plymouth Farbo W250	318	M4C	4
12	Plymouth Fargo W250	318	A3	4
	VANS			
29	VW Vanagon Diesel	97	M4	FI
19	Chevrolet G10/G20	250	M3	2
19	Dodge B150/B250	225	M4	1
19	Dodge B150/250 Wgn.	225	M4	1
19	GMC G15/G25	250	M3	2
19	Plymouth B150/B250	225	M4	1
19	Plymouth PB150/250 Voyager	225	M4	1
18	Chevrolet G10/G20	305	M3	4
18	Chevrolet G10/G20	250	A3	2
18	Dodge B150/B250	225	A3	1
18	Dodge B150/250 Wgn.	225	A3	1
18	Ford E100/150 (Cargo)	300	M4	1
18	Ford E100/150 (Cargo)	300	M3	1
18	Ford E250 (Cargo)	300	M3	1
18	GMC G15/G25	305	M3	4
18	GMC G15/G25	250	A3	2
18	Plymouth B150/B250	225	A3	1
18	Plymouth PR150/250 Voyager	225	A3	1
17	Chevrolet G10/G20 Sport Van	250	M3	2
17	Chevrolet G30	250	M3	2
17	Ford E100/150 (pass'ngr)	300	M3	1
17	GMC G15/G25 Sport-Van	250	M3	2
17	GMC G35	250	M3	2
17	VW Vanagon	120	M4	FI
16	Chevrolet G10/G20 Sport Van	250	A3	2
16	Chevrolet G10/G20 Sport Van	305	A3	4
16	Chevrolet G10/G20	305	A3	4
16	Chevrolet G10/G20	305	A3	4
16	Chevrolet G30	250	A3	2
16	Dodge B150/B250	318	A3	2
16	Dodge B150/B250	318	M4	2
16	Ford E100/150 (pass'ngr)	300	M4	1
16	Ford E100/150 (Cargo)	300	A3	1
16	GMC G15/S25 Sport Van	250	A3	2
16	GMC G15/G25	305	A3	4
16	GMC G15/G25	305	A3	4
16	GMC G35	250	A3	2
16	Plymouth B150/B250	318	A3	2
16	Plymouth B150/B250	318	M4	2
16	VW Vanagon	120	A3	FI
15	Chevrolet G10/G20 Sport Van	350	M3	4
15	Chevrolet G10/G20 Sport Van	305	A3	4
15	Dodge B150/250 Wagon	318	M4	2
15	Dodge B150/250 Wagon	318	A3	2
15	Dodge B350	318	A3	2
15	Ford E100/150 (Pass'ngr)	300	A3	1
15	Ford E100/150 (Cargo)	302	M3	2
15	Ford E250 (Cargo)	300	A3	1
15	GMC G15/G25 Sport Van	305	A3	4
15	GMC G15/G25 Sport Van	350	M3	4
15	Plymouth B350	318	A3	2
15	Plymouth PB150/250 Voyager	318	A3	2
15	Plymouth PB150/250 Voyager	318	M4	2
14	Dodge B150/B250	318	A3	4
14	Dodge B350 Wagon	318	A3	2
14	Ford E100/150 (pass'ngr)	302	M3	2
14	Ford E100/150 (pass'ngr)	302	A3	2
14	Ford E100/150 (pass'ngr)	302	M4	2
14	Ford E100/150 (Cargo)	302	A3	2
14	Ford E100/150 (Cargo)	302	M4	2
14	Ford E250 (Cargo)	302	A3	2
14	Plymouth B150/B250	318	A3	4
14	Plymouth PB350 Voyager	318	A3	2
13	Chevrolet G10/G20 Sport Van	350	A3	4
13	Dodge B150/250 Wagon	318	A3	4
13	Dodge B350 Wagon	318	A3	4
13	Ford E100/150 (Cargo)	351	A3	2
13	GMC G15/G25 Sport Van	350	A3	4
13	Plymouth PB150/250 Voyager	318	A3	4
13	Plymouth PB350 Voyager	318	A3	4
12	Dodge B350	318	A3	4
12	Ford E100/150 (pass'ngr)	351	A3	2
12	Ford E250 (Cargo)	351	A3	2
12	Plymouth B350	318	A3	4
	SPECIAL PURPOSE VEHICLES			
27	Subaru Brat	109	M4	2
27	Subaru Brat	109	M4	1
24	Suzuki SJ410 4WD	59	M4	1
23	AM General DJ P.O. veh.	151	A3	2
23	AMC Eagle	151	M5	2
23	AMC Eagle	151	M4	2
23	AMC Kammback, SX/4	151	M4	2
23	AMC Kammback, SX/4	151	M5	2
23	Jeep CJ-5/CJ-7	151	M5	2
23	Suzuki SJ410 4WD	59	M4	1
22	Jeep CJ-5/CJ-7	151	M4	2
20	AMC Eagle	258	M5	2
20	AMC Kammback, SX/4	151	A3	2
20	AMC Kammback, SX/4	258	M5	2
20	AMC Kammback, SX/4	258	A3	2
20	Chevrolet C10 Suburban Diesel	379	A4	FI
20	Chevrolet K10 Blazer Diesel	379	A4	FI
20	GMC C15 Suburban Diesel	379	A4	FI
20	GMC K15 Jimmy Diesel	379	A4	FI
19	AMC Eagle	258	A3	2
19	AMC Eagle	258	M4	2
19	AMC Eagle: KMBK, SX/4	258	M4	2
18	Chevrolet C10 Blazer 2WD	250	A3	2
18	Chevrolet K10 Suburban Diesel	379	A4	FI
18	GMC C15 Jimmy	250	A3	2
18	GMC K15 Suburban Diesel	379	A4	FI
18	Jeep Cherokee/Wagoneer	258	M4	2
18	Jeep Cherokee/Wagoneer	258	A3	2
18	Jeep CJ-5/CJ-7	258	M5	2
18	Toyota Cab Chassis	144	M4	2
17	Chevrolet K10 Blazer	250	M4C	2
17	Datsun Cab Chassis	133	M4	2
17	Ford Bronco	300	M4	1
17	GMC K15 Jimmy	250	M4C	2
17	Jeep Cherokee/Wagoneer	258	M5	2
17	Jeep CJ-5/CJ-7	258	A3	2
17	Jeep CJ-5/CJ-7	258	M4	2
16	Chevrolet C10 Blazer	305	A4	4
16	Chevrolet K10 Blazer	305	M4C	4
16	Chevrolet K10 Blazer	250	A4	2
16	Ford Courier Cab Chassis	140	M4	2
16	GMC C15 Jimmy	305	A4	4
16	GMC K15 Jimmy	250	A4	2
16	GMC K15 Jimmy	305	M4C	4
15	Chevrolet C10 Suburban	305	A4	4
15	Chevrolet K10 Blazer	305	A4	4
15	Dodge AD150 Ramcharger	318	A3	2
15	Dodge AW150 Ramchrgr	318	A3	2
15	Ford Bronco	302	M4C	2
15	Ford Bronco	300	M4C	1
15	GMC C15 Suburban	305	A4	4
15	GMC K15 Jimmy	305	A4	4
14	Chevrolet C10 Suburban	350	A4	4
14	Dodge AW150 Ramcharger	318	M4C	2
14	Ford Bronco	302	A3	2
14	Ford Bronco	302	M4	2
14	Ford F250 Cab Chassis	302	A3	2
14	GMC C15 Suburban	350	A4	4
13	Chevrolet K10 Suburban	350	M4C	4
13	Chevrolet K10 Suburban	350	A4	4
13	Ford F250 Cab Chassis	302	M4C	2
13	GMC K15 Suburban	350	M4C	4
13	GMC K15 Suburban	350	A4	4
13	Jeep Cherokee/Wagoneer	360	A3	2
13	Jeep Cherokee/Wagoneer	360	M4	2
13	Toyota Land Cruiser 4WD	258	M4	2
12	Dodge AW150 Ram Chrgr	318	A3	4
12	Dodge AW150 Ramchrgr	318	M4C	4
12	Ford Bronco	5.8L	A3	2
12	Toyota Land Cruiser Wgn.	258	M4	2
11	Dodge D250 Cab Chassis	318	A3	4
11	Hess & Eisenhardt Funeral Coach	366	A3	4
11	Plymouth Fargo D250 Cab Chassis	318	A3	4
11	Superior Coach Funeral Coach	366	A3	4

POWER EQUIPMENT OPTIONS ON 1981 U.S. MODELS

	Power Brakes	Percent of Output	Power Steering	Percent of Output	Power side Window	Percent of Output	Rear Window defogger	Percent of Output	Rear Window defroster	Percent of Output
AMERICAN MOTORS	87,176	63.57	129,008	94.08	7,580	5.53	NA	—	70,218	51.21
Spirit	11,586	26.00	37,693	84.50	318	0.70	NA	—	20,796	46.60
Concord	38,161	69.30	53,886	97.80	3,255	5.90	NA	—	25,492	46.30
Eagle	14,486	100.00	14,486	100.00	3,330	23.00	NA	—	10,699	73.90
SX-4	22,943	100.00	22,943	100.00	677	3.00	NA	—	13,231	57.70
CHRYSLER CORP	476,258	64.93	525,475	71.64	35,736	4.87	NA	—	331,027	45.13
C-P Total	279,743	66.37	303,889	72.09	27,346	6.49	NA	—	198,653	47.13
Horizon	21,182	24.20	34,048	38.90	NA	—	NA	—	38,862	44.40
Reliant	166,255	81.20	176,083	86.00	NA	—	NA	—	89,884	43.90
TC3	15,310	29.30	23,253	44.50	NA	—	NA	—	26,075	49.90
Gran Fury	7,746	100.00	1,255	16.20	1,696	21.90	NA	—	4,826	62.30
Cordoba	20,293	100.00	20,293	100.00	9,700	47.80	NA	—	11,445	56.40
LeBaron	38,377	100.00	38,377	100.00	8,174	21.30	NA	—	19,764	51.50
Chrysler	10,580	100.00	10,580	100.00	7,776	73.50	NA	—	7,797	73.70
Dodge Total	196,515	62.99	221,586	71.02	8,390	2.69	NA	—	132,374	42.43
Omni	16,197	24.90	25,173	38.70	NA	—	NA	—	26,799	41.20
024	15,940	32.00	23,013	46.20	NA	—	NA	—	20,920	42.00
Aries	125,507	79.30	134,529	85.00	NA	—	NA	—	62,200	39.30
Diplomat	21,449	100.00	21,449	100.00	2,231	10.40	NA	—	12,719	59.30
Mirada	11,899	100.00	11,899	100.00	4,474	37.60	NA	—	6,306	53.00
St. Regis	5,523	100.00	5,523	100.00	1,685	30.50	NA	—	3,430	62.10
FORD MOTOR	1,320,878	87.83	1,225,990	81.52	256,200	17.04	NA	—	703,458	46.77
Ford Division	885,236	86.62	811,117	79.37	99,214	9.71	NA	—	456,595	44.68
Escort	199,171	62.10	162,609	50.70	NA	—	NA	—	117,065	36.50
EXP	71,644	100.00	49,708	69.40	NA	—	NA	—	71,644	100.00
Fairmont	160,828	100.00	154,394	96.00	4,986	3.10	NA	—	59,506	37.00
Must./Must. II	167,409	91.70	158,829	87.00	9,676	5.30	NA	—	66,452	36.40
Granada	121,341	100.00	120,734	99.50	10,557	8.70	NA	—	53,268	43.90
T-Bird	86,693	100.00	86,693	100.00	40,312	46.50	NA	—	40,832	47.10
Ford	78,150	100.00	78,150	100.00	33,683	43.10	NA	—	47,828	61.20
L-M Division	435,642	90.38	414,873	86.07	156,986	32.57	NA	—	246,863	51.22
Lynx	65,619	58.60	62,484	55.80	NA	—	NA	—	50,390	45.00
Capri	58,946	100.00	52,639	89.30	3,419	5.80	NA	—	27,999	47.50
Zephyr	66,509	100.00	64,181	96.50	5,387	8.10	NA	—	27,734	41.70
Cougar	53,653	100.00	53,438	99.60	10,999	20.50	NA	—	25,485	47.50
XR-7	37,275	100.00	37,275	100.00	15,991	42.90	NA	—	17,855	47.90
Mercury	61,638	100.00	61,638	100.00	51,653	83.80	NA	—	51,160	83.00
LN7	22,465	100.00	13,681	60.90	NA	—	NA	—	22,465	100.00
Lincoln	32,839	100.00	32,839	100.00	32,839	100.00	NA	—	23,775	72.40
Mark VI	36,698	100.00	36,698	100.00	36,698	100.00	NA	—	NA	—
GENERAL MOTORS	3,746,615	89.12	3,778,292	89.87	1,280,355	30.46	2,960	0.07	2,148,230	51.10
Buick Division	844,070	98.49	851,587	99.37	338,046	39.45	NA	—	476,624	55.62
Skylark	255,422	98.00	259,167	99.50	33,570	12.90	NA	—	147,374	56.60
LeSabre	89,210	100.00	89,210	100.00	51,718	58.00	NA	—	50,974	57.10
Century	138,248	95.80	142,020	98.40	41,819	29.00	NA	—	73,901	51.20
Regal	240,200	100.00	240,200	100.00	89,949	37.40	NA	—	112,423	46.80
Electra	68,983	100.00	68,983	100.00	68,983	100.00	NA	—	51,788	75.10
Riviera	52,007	100.00	52,007	100.00	52,007	100.00	NA	—	40,164	77.20
Cadillac Division	252,256	100.00	252,256	100.00	250,373	99.75	NA	—	199.184	78.96
Cimarron	14,048	100.00	14,048	100.00	12,165	86.60	NA	—	14,048	100.00
Seville	28,606	100.00	28,606	100.00	28,606	100.00	NA	—	28,606	100.00
Eldorado	60,557	100.00	60,557	100.00	60,557	100.00	NA	—	49,511	81.80
Cadillac	149,045	100.00	149,045	100.00	149,045	100.00	NA	—	107,019	71.80
Chevrolet Division	1,239,901	74.11	1,256,842	75.12	232,624	13.90	2,960	0.18	750,132	44.84
Chevette	50,846	11.20	55,840	12.30	NA	—	NA	—	167,973	37.00
Cavalier	65,130	100.00	58,356	89.60	2,801	4.30	NA	—	65,130	100.00
Camaro	126,138	100.00	126,138	100.00	38,428	30.50	NA	—	60,058	47.60
Citation	383,322	92.70	402,043	97.30	16,371	4.00	NA	—	186,026	45.00
Malibu	226,727	100.00	226,727	100.00	19,272	8.50	NA	—	90,011	39.70
Monte Carlo	157,115	100.00	157,115	100.00	40,379	25.70	NA	—	57,504	36.60
Chevrolet	184,992	100.00	184,992	100.00	69,742	37.70	2,960	1.60	81,951	44.30
Corvette	45,631	100.00	45,631	100.00	45,631	100.00	NA	—	41,479	90.90
Oldsmobile Division	936,036	99.51	938,652	99.79	309,382	32.89	NA	—	500,873	53.24
Omega	143,299	96.80	145,915	98.60	16,128	10.20	NA	—	79,997	54.00
Cutlass	195,730	100.00	195,730	100.00	45,313	23.10	NA	—	91,140	46.50
Cutlass Supreme	285,835	100.00	285,835	100.00	100,014	34.90	NA	—	128,335	44.80
Oldsmobile	268,568	100.00	268,568	100.00	106,323	39.50	NA	—	166,293	61.90
Toronado	42,604	100.00	42,604	100.00	42,604	100.00	NA	—	35,108	82.40
Pontiac Division	474,352	98.60	478,955	99.56	149,930	31.17	NA	—	221,417	46.03
Firebird	70,899	100.00	70,899	100.00	36,152	51.00	NA	—	36,216	51.10
Phoenix	121,156	94.80	125,759	98.30	9,643	7.50	NA	—	65,049	50.90
Grand Prix	108,344	100.00	108,344	100.00	61,431	56.70	NA	—	44,746	41.30
LeMans	71,948	100.00	71,948	100.00	12,951	18.00	NA	—	31,513	43.80
Pontiac	102,005	100.00	102,005	100.00	29,753	29.20	NA	—	43,893	43.00
VOLKSWAGEN	179,635	100.00	NA	—	NA	—	NA	—	177,819	99.00
Total Cars, U. S.	5,810,562	85.98	5,658,765	83.73	1,579,871	23.38	2,960	0.01	3,430,752	50.76

Note: Figures are generally based on U. S. production. However, Canadian-only sourced cars, such as Cordoba/Mirada, are included in some instances; also, some '82-only models, such as EXP/LN7 and Cimarron and Cavalier, built during the '81 model run.

Figures are based on production of 6,758,283 '81 models, including 4,204,064 GM cars, 1,503,946 Ford cars, 733,513 Chrysler models, 137,125 AMC and 179,635 Volkswagens.

GM's total includes 856,996 Buicks, 252,256 Cadillacs, 1,673,093 Chevrolets, 940,654 Oldsmobiles, and 481,065 Pontiacs. Ford's total includes 1,021,945 Ford Division and 482,001 Lincoln-Mercury models. Chrysler's total includes 421,525 Chrysler-Plymouths and 311,988 Dodges.

MODELS: 1942-1982

Number of models offered by U. S. auto makers, 1942 to 1982:

1942	276	1964	336
1946	160	1965	348
1947	182	1966	368
1948	201	1967	370
1949	205	1968	368
1950	243	1969	365
1951	243	1970	375
1952	224	1971	341
1953	210	1972	297
1954	240	1973	304
1955	216	1974	302
1956	232	1975	325
1957	245	1976	294
1958	263	1977	275
1959	239	1978	259
1960	244	1979	268
1961	260	1980	252
1962	296	1981	278
1963	336	1982	307

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Dealers: Higher operating costs, soaring interest rates, declining sales—1981 was a tough year

By Francis J. Gawronski
Service Editor

For the franchised new-car dealers it was more of the same in 1981—declining new-car sales, high interest rates, a staggering national economy and increasing operating costs.

These factors and others helped make 1981 a year in which dealers were hard pressed to make ends meet. Many didn't solve the economic riddle and fell by the wayside.

With the new-car sales outlook still cloudy, dealers will continue to rely on other segments of the new-car dealership—service, parts, used-cars, leasing and daily rental operations—to help them make it over the current economic slump.

If developed properly, these operations can be converted into profit centers not only during the current crisis but also through the ensuing years.

As of Jan. 1, 1982, there were 21,680 franchised dealerships operating in the U. S., compared with 21,772 at the same time the year before, a decline of 0.41 percent. The decline in the number of dealerships between 1981 and 1980 decreased 6.87 percent.

Parts and service business written by new-car dealerships in 1981 amounted to $23,400 million, compared with $22,700 million in 1980 for an increase of 3.1 percent.

Including new-car dealerships, there were a total of 296,950 automotive repair facilities in the U. S.

Top 10 Makes

SALES PER OUTLET

U. S. Market

1981 Position		1980 Position
1—528	Toyota	541— 1
2—470	Honda	496— 2
3—421	Datsun/Nissan	475— 3
4—263	Oldsmobile	251— 6
5—259	Chevrolet	303— 4
6—244	Buick	239— 7
7—241	Volkswagen	264— 5
8—218	Mazda	213— 8
9—201	Subaru	191— *
10—197	Ford	204— 9

*—Not among top 10 in 1980. Pontiac dropped in 1981.

SALES PER OUTLET

U. S. MAKES

Sales per U. S. new-car franchise

1981 Position		1980 Position
1—263	Oldsmobile	251— 2
2—259	Chevrolet	303— 1
3—244	Buick	239— 3
4—241	Volkswagen	†
5—197	Ford	204— 4
6—179	Pontiac	195— 5
7—144	Cadillac	133— 6
8—129	Plymouth	97— 9
9—127	Mercury	117— 7
10—126	Dodge	108— 8
11— 85	AMC	88—10
12— 43	Lincoln	45—12
13— 35	Chrysler	50—11
14— 11	Imperial	6—13

†—Listed as import in 1980.

RETAIL OUTLETS

U. S. CARS, 1947-1982

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.68
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982	21,680*	−0.41

*—Jan. 1, 1982 total includes Volkswagen.

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SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972
Oldsmobile	263	251	286	302	294	272	192	158	241	208
Chevrolet	259	303	364	394	381	350	302	332	408	352
Buick	244	239	234	256	245	244	171	141	224	198
Volkswagen*	241	—	—	—	—	—	—	—	—	—
Ford	197	204	269	326	335	308	276	318	380	345
Pontiac	179	195	241	277	249	233	155	151	244	204
Cadillac	144	133	193	215	207	190	166	138	178	150
Plymouth	129	97	110	133	143	174	127	176	216	187
Mercury	127	117	172	195	172	143	119	117	145	133
Dodge	126	108	133	158	162	166	117	149	186	166
AMC	85	88	97	105	112	140	177	176	205	141
Lincoln	43	45	80	115	112	76	62	56	76	60
Chrysler	35	50	76	89	96	86	70	36	51	52
Imperial†	11	6	—	—	—	—	—	—	—	—

*—VW was counted as an import before 1981.

†—Imperial was not marketed as an individual make during the 1970s. It was part of the Chrysler line from 1971 to 1375.

COMPARATIVE ANALYSIS OF AVERAGE PER UNIT PER MONTH COSTS

YEARS 1981 AND 1980

	1981	1980	Increase (Decrease) Amount	Increase (Decrease) Percentage	Percentage of Total
Operating costs:					
Depreciation	$160.33	$149.72	$10.61	7.1%	34.8%
Repairs and maintenance	33.57	30.41	3.16	10.4	10.4
Insurance	12.93	14.32	(1.39)	(9.7)	(4.6)
License tags and taxes	8.26	7.82	.44	5.6	1.4
Interest	62.56	45.74	16.82	36.8	55.1
Delivery	1.84	2.64	(.80)	(30.3)	(2.6)
Total operating costs	279.49	250.65	28.84	11.5	94.5
General and administrative	27.33	25.64	1.69	6.6	5.5
Total costs	$306.82	$276.29	$30.53	11.0%	100.0%
Average months in operation	27.3	27.4			

Source: American Automotive Leasing Assn.

RETAIL OUTLETS, U. S. MAKES OF PASSENGER CARS 1982 VS. 1981

	Jan. 1, 1982 Exclusives (within Corp.)	Jan. 1, 1982 Multiples (within Corp.)	Jan. 1, 1982 Total Franchises	Jan. 1, 1982 Net Dealers	Jan. 1, 1981 Exclusives (within Corp.)	Jan. 1, 1981 Multiples (within Corp.)	Jan. 1, 1981 Total Franchises	Jan. 1, 1981 Net Dealers
AMERICAN MOTORS	1,547	0	1,547	1,547	1,663	0	1,663	1,663
CHRYSLER CORP.	1,043	7,007	8,050	3,684	1,153	6,759	7,912	3,823
Chrysler	0	2,639	2,639		0	2,668	2,668	
Dodge	1,026	1,427	2,453		1,130	1,221	2,351	
Imperial	0	421	421		0	411	411	
Plymouth	17	2,520	2,537		23	2,459	2,482	
FORD MOTDR CO.	3,042	5,920	8,962	5,685	3,267	5,996	9,263	5,961
Ford	3,021	1,813	4,834		3,245	1,825	5,070	
Lincoln	0	1,465	1,465		0	1,477	1,477	
Mercury	21	2,642	2,663		22	2,694	2,716	
GENERAL MOTORS	5,880	10,325	16,205	10,655	6,185	10,445	16,630	11,060
Buick	825	2,125	2,950		845	2,140	2,985	
Cadillac	270	1,325	1,595		280	1,325	1,605	
Chevrolet	3,405	2,025	5,430		3,585	2,090	5,675	
Oldsmobile	695	2,495	3,190		725	2,525	3,250	
Pontiac	685	2,355	3,040		750	2,365	3,115	
VOLKSWAGEN OF AMERICA	1,006	0	1,006	1,006	*	*	*	*
Volkswagen Rabbit	1,006	0	1,006		*	*	*	*
TOTALS	12,518	23,252	35,770	22,577	12,268	23,200	35,468	22,507
Minus Intercorporate Duals				897				735
NET DEALERS				21,680				21,772*

*—Volkswagen was included in the Automotive News Imported-Car Dealer Census for Jan. 1, 1981. If VW had been included in the domestic total at that time, the domestic total would have been 22,672 on Jan. 1, 1981.

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Personal Use Chargebacks For Fleets using a Straight Mileage Charge

U.S. Commercial Fleets Only

Amount	1978	1979	1980	1981
7c or less	47%	16%	14%	2%
8, 9 or 10c	35%	63%	44%	43%
More than 10c	18%	21%	42%	55%

Source: National Assn. of Fleet Administrators.

Reimbursement for use of Personal Car Mileage Only

(Assigned Fleet Car Not In Service)
U.S. Commercial Fleets Only

Rate	1977	1978	1979	1980	1981
15c or less	74%	66%	13%	4%	3%
16c a mile	7%	8%	4%	—	—
17c a mile	9%	23%	53%	15%	3%
18c a mile	—	2%	21%	20%	9%
19c a mile	9%	2%	9%	6%	3%
20c a mile	**	**	**	43%	66%
More than 20c a mile	**	**	**	11%	17%

NOTES:

* Includes only those mentioning 19c a mile specifically; in earlier surveys it included all fleets paying 19c a mile or more.

** Not broken out in surveys for those years.

Source: National Assn. of Fleet Administrators.

Managers of State and Local Dealer Associations

E. Carl Warren

Harold E. Streetman

AKRON

Akron Automobile Dealers Assn., 688 Wolf Ledges Pkwy., Box 2244, Akron, O. 44309. Phone 216/434-3134. E. CARL WARREN, exec. secy.

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ALABAMA

Automobile Dealers Association of Alabama, Inc., 1112 Bell Bldg., Montgomery, Ala. 36197. HAROLD E. STREETMAN, exec. vice pres.

Keith L. Andresen

Dennis E. Jungmeyer

ARIZONA

Arizona Automobile Dealers Assn., 2622 N. 16th St., P.O. Box 5438, Phoenix, Ariz. 85010. KEITH L. ANDRESEN, exec. vice pres.

•

ARKANSAS

Arkansas Automobile Dealers Assn., Inc., P.O. Box 3707, Little Rock, Ark. 72203. DENNIS E. JUNGMEYER, exec. vice pres.

Richard K. Welte

Stephen F. Snow

BUFFALO

Niagara Frontier Automobile Dealers Assn., Inc., 1144 Wehrle Dr., Williamsville, N. Y. 14221. RICHARD K. WELTE, exec. vice pres.

•

NORTH CALIFORNIA

Northern Calif. Motor Car Dealers Assn., Inc., 1244 Larkin St., San Francisco, Calif. 94109. STEPHEN F. SNOW, exec. vice pres.

NADA presidents

- 1982—George W. Lyles
  - Chevrolet and Rolls-Royce
  - High Point, N. C.
- 1981—Wendell H. Miller
  - Dodge-Honda
  - Lincoln-Mercury
  - Binghampton, N. Y.
- 1980—George S. Irvin
  - Chevrolet-Subaru, BMW and Mercedes-Benz
  - Denver, Colo.
- 1979—William C. Doenges
  - Ford-Toyota
  - Bartlesville, Okla.
- 1978—Robert P. Mallon
  - Ford
  - Tacoma, Wash.
- 1977—Reed T. Draper
  - Chevrolet
  - Saginaw, Mich.
- 1976—John J. Pohanka
  - Oldsmobile-Fiat-Honda
  - Marlow Heights, Md.
- 1975—William E. Hancock Jr.
  - Buick-Opel
  - Columbia, S. C.
- 1974—Hugh R. Gibson
  - Ford
  - Cleveland, O.
- 1973—John S. Hinckley
  - Dodge
  - Ogden, Utah
- 1972—Charles J. Whittey
  - Chrysler-Plymouth
  - Bismarck, N. D.
- 1971—Warren J. McEleney
  - Chevrolet-Oldsmobile-Cadillac
  - Clinton, Ia.
- 1970—Sam H. White
  - Oldsmobile
  - Houston, Tex.
- 1969—Lyman W. Slack
  - Chevrolet
  - Portland, Ore.
- 1968—T. A. Williams Sr.
  - Chevrolet
  - Greensboro, N. C.
- 1967—William E. Voyce Jr.
  - Ford
  - Baltimore, Md.
- 1966—S. E. Kossman
  - Buick-Cadillac-Pontiac-GMC-Rambler-Jeep
  - Cleveland, Miss.
- 1965—Peter Val Preda
  - Oldsmobile-Cadillac
  - Burlington, Vt.
- 1964—C. Ed Flandro
  - Ford, Lincoln-Mercury
  - Pocatello, Idaho
- 1963—John H. Lander
  - Rambler
  - Atlanta, Ga.
- 1962—Thomas F. Abbott Jr.
  - Pontiac-Rambler
  - Fort Worth, Tex.
- 1961—Walter B. Cooper
  - Chevrolet
  - Fort Collins, Colo.
- 1960—Birkett Williams
  - Ford
  - Cleveland
- 1959—H. L. Galles
  - Chevrolet-Cadillac-Oldsmobile
  - Albuquerque, N. M.
- 1958—Dean Chaffin
  - Chevrolet-Buick
  - Bozeman, Mont.
- 1957—Frederick M. Sutter
  - Dodge-Plymouth
  - Columbus, Ind.
- 1956—Carl E. Fribley
  - Pontiac-Cadillac-GMC
  - Norwich, N. Y.
- 1955—Frank H. Yarnall
  - Chevrolet, Chicago
- 1954—Charles C. Freed
  - DeSoto-Plymouth
  - Salt Lake City
- 1953—Robert S. Armacost
  - Studebaker
  - Kansas City
- 1952—J. Saxton Lloyd
  - Buick-Cadillac
  - Daytona Beach, Fla.
- 1951—R. D. McKay
  - Chrysler-Plymouth
  - Wichita
- 1950—Fred L. Haller
  - Hudson, Washington
- 1949—George F. Ziesmer
  - Ford
  - Mankato, Minn.
- 1948—Ben T. Wright
  - Lincoln-Mercury
  - Chicago
- 1947—M. O. Anderson
  - Buick, Seattle
- 1945-46—W. L. Mallon
  - Pontiac
  - Newark, N. J.
- 1944—D. G. Kelly
  - Dodge-Plymouth
  - Grand Forks, N. D.
- 1942-43—D. E. Castles
  - Buick, St. Louis
- 1942—Harry Sommers
  - Chrysler-Plymouth, Atlanta
- 1941—L. Clare Cargile
  - Chevrolet, Texarkana, Ark.
- 1939-40—Stanley H. Horner
  - Buick, Washington
- 1938—J. W. Roby
  - Shreveport, La.
- 1936-37—E. M. Lied
  - Omaha
- 1933-35—F. W. A. Vesper
  - St. Louis
- 1932—Floris Nagelvoort
  - Seattle
- 1931—F. J. Edwards
  - Milwaukee
- 1930—J. R. Histed
  - Beverly Hills, Calif.
- 1929—W. E. Griffith
  - San Francisco
- 1928—C. C. Coddington
  - Charlotte, N. C.
- 1927—W. L. Hughson
  - San Francisco
- 1926—C. B. Warren
  - New York
- 1925—Charles E. Gambill
  - San Marino, Calif.
- 1924—John L. Butler
  - Los Angeles
- 1923—G. G. G. Peckham
  - Cleveland
- 1922—Thomas J. Hay
  - Chicago
- 1922—W. J. Brace
  - Kansas City
- 1921—Jesse A. Smith
  - Milwaukee
- 1920—H. B. Harper
  - Rosemont, Pa.
- 1918-19—F. W. A. Vesper
  - St. Louis
- 1917—George W. Browne
  - Milwaukee

1982 New Car Orders by Body Style

U. S. Fleets

(Percentage of new car orders)

3 door hatchback	3%
5 door natchback	16%
Station wagon	7%
2 door sedan	12%
4 door sedan	60%
Sport model	1%
Specialty model	1%

Source: National Assn. of Fleet Administrators

Reimbursement for use of Personal Car Mileage Only

(No Assigned Fleet Car)

U.S. Commercial Fleets Only

Rate	1977	1978	1979	1980	1981
15c or less	72%	64%	19%	3%	1%
16c a mile	6%	5%	3%	—	—
17c a mile	10%	24%	45%	17%	3%
18c a mile	3%	2%	22%	19%	8%
19c a mile	9%	6%	11%	7%	2%
20c a mile	**	**	**	43%	68%
More than 20c a mile	**	**	**	11%	17%

NOTES:

* Includes only those mentioning 19c a mile specifically; in earlier surveys it included all fleets paying 19c a mile or more.

** Not broken out in surveys for those years.

Source: National Assn. of Fleet Administrators.

U. S. NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Count Unit	Supply Days*
1976		
January 1	1,418,591	62
February 1	1,501,929	66
March 1	1,566,934	58
April 1	1,591,012	53
May 1	1,612,176	53
June 1	1,607,107	50½
July 1	1,659,942	52
August 1	1,455,336	42
September 1	1,304,146	51
October 1	1,414,864	55
November 1	1,377,997	48½
December 1	1,423,150	49½
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53½
June 1	1,746,603	52½
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86½
March 1	1,951,780	74½
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,908	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69½
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73½
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73½
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56½
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78½
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83½
August 1	1,675,193	87½
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81½
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58½

Franchised New Car Dealer Service and Parts Sales

(Millions of Dollars)

Service Labor Sales	1980	1981	Percentage Change
Customer Mechanical	4,031	4.217	+ 4.6
Customer Body	2,068	2,215	+ 7.1
Warranty	1,525	1,459	− 4.3
Sublet	752	767	+ 2.0
Internal	1,096	1,289	+17.6
Other	971	703	−27.6
Total Service Labor	10,442	10,650	+ 2.0
Parts Sales			
Customer Mechanical	2,635	2,729	+ 3.6
Customer Body	1,728	1,760	+ 1.9
Wholesale	3,788	4,042	+ 6.7
Counter	809	854	+ 5.6
Warranty	1,140	1,148	+ 0.7
Internal	1,410	1,517	+ 7.6
Other	748	701	− 6.3
Total Parts	12,258	12,750	+ 4.0
Total Service & Parts	22,700	23,400	+ 3.1

Source: NADA Industry Analysis Division.

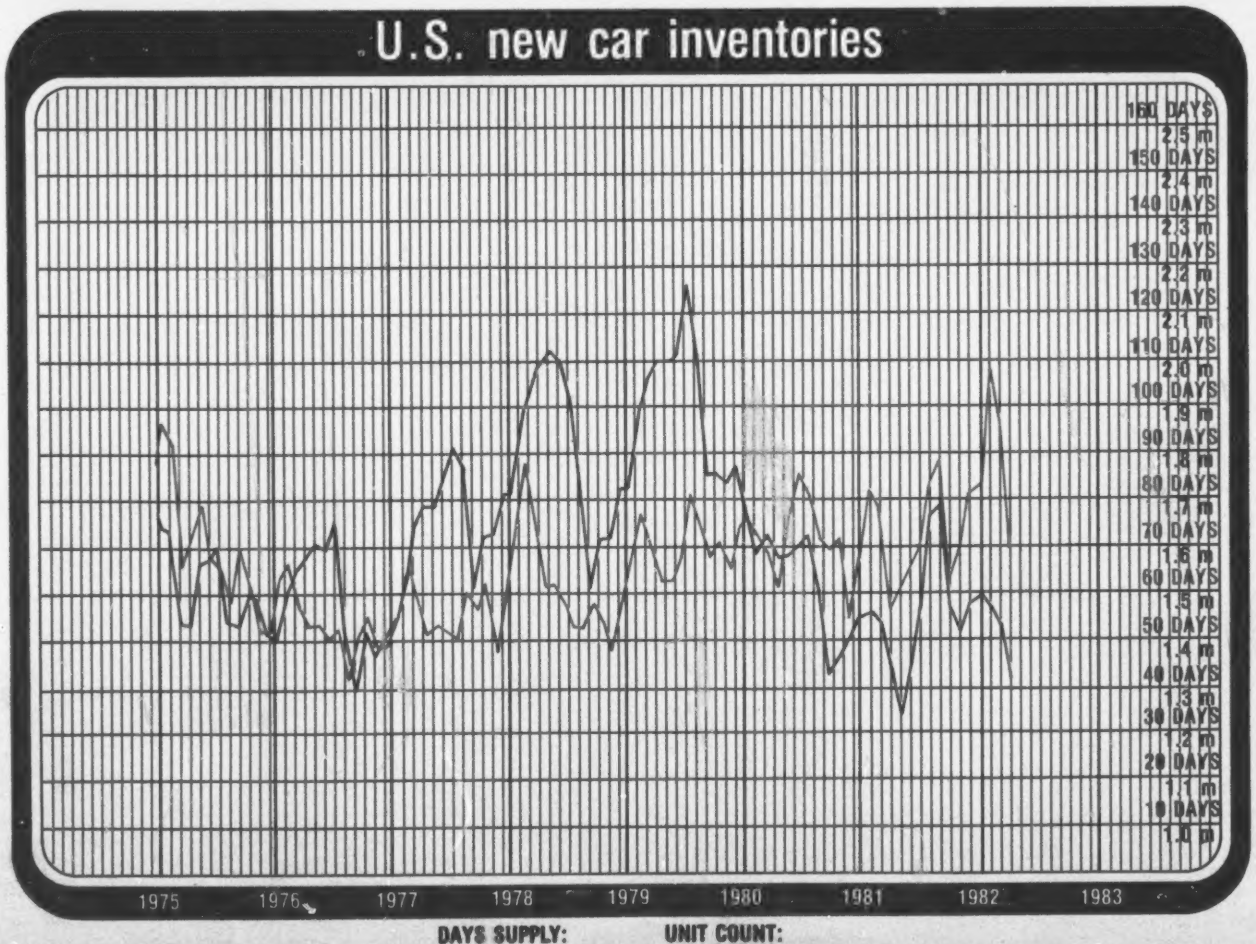
Number of Auto Repair Facilities

1981

Franchised New Car Dealers	25,700
Auto Repair Shops*	177,140
TBA Dealers	20,170
Other Auto & Home Supply Stores	1,820
Service Stations	67,200
Mass Merchandisers	3,550
All Others	1,370
TOTAL	296,950

* Includes independent and franchised repair shops.

Source: NADA Industry Analysis Division.


U.S. new car inventories

DAYS SUPPLY: UNIT COUNT:

FACTORY AD EXPENDITURES FOR CARS, TRUCKS IN U. S.

(IN THOUSANDS OF DOLLARS)

	Newspapers	Magazines	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	1980 Total	1979 Total
Buick	$ 9,763.1	$ 4,584.7	$ 15,648.5	$ 3,232.9	$ 853.8	1,222.1	271.4	....	35,576.5	48,350.1
Cadillac	3,811.3	3,851.8	2,421.2	3,238.3	420.6	450.2	....	....	14,193.4	18,035.1
Chev. Car & Truck	20,309.3	16,404.6	55,161.0	3,162.4	371.9	25,727.5	6,848.8	....	127,985.5	148,363.6
Oldsmobile	10,180.8	9,356.3	10,456.5	2,679.1	836.6	1,865.2	74.6	....	35,449.1	42,713.5
Pontiac	7,831.4	4,907.8	13,833.5	5,166.2	....	1,415.0	53.1	....	33,207.0	46,364.9
GMC	208.8	2,615.4	....	.3	62.2	321.7	166.0	....	3,374.4	3,307.1
TOTAL GM*	52,104.7	41,720.6	97,520.7	17,479.2	2,545.1	31,001.7	7,413.9	....	249,785.9	307,134.4
Ford Car & Truck	7,374.4	26,145.6	84,722.8	19,747.2	3,747.3	7,710.6	....	39,092.0	188,539.9	148,901.3
Lincoln-Mercury	3,586.0	12,714.0	40,978.6	9,551.3	1,824.9	3,729.4	....	18,908.0	91,292.2	66,098.7
TOTAL FORD	10,960.4	38,859.6	125,701.4	29,298.5	5,572.2	11,440.0	....	58,000.0	279,832.1	215,000.0
Chrysler-Plymouth	1,900.0	9,000.0	30,000.0	3,500.0	300.0	5,500.0	400.0	3,700.0	54,300.0	57,590.0
Dodge Car & Truck	1,290.0	8,630.0	30,550.0	4,800.0	308.0	5,700.0	481.0	4,511.0	56,200.0	50,746.0
Corporate	3,800.0	6,300.0	19,150.0	1,400.0	450.0	7,900.0	40.0	760.0	39,800.0	9,660.0
TOTAL CHRYSLER	6,990.0	23,930.0	79,700.0	9,700.0	1,058.0	19,100.0	921.0	8,971.0	150,370.0	117,996.0
AMC	2,748.7	9,824.9	17,733.9	15,233.9	....	....	7.3	....	45,548.9	44,611.6
INDUSTRY TOTAL	72,804.0	114,335.1	320,656.0	71,711.6	9,175.3	61,541.7	8,342.2	66,971.0	725,536.9	684,752.0

*—GM's total expenditures in 1980 were $316,000,000, according to Advertising Age, down 2.29 percent from $323,395,900 the previous year. However, these included component divisions and other expenditures.

"Unmeasured" includes dealer association funds for Ford and Lincoln-Mercury, as well as other expenditures like sales promotion. In the case of Chrysler-Plymouth and Dodge, unmeasured refers solely to dealer association funds.

Source: Advertising Age

1980 DIRECT MEDIA AD EXPENDITURES BY MAJOR IMPORTERS

(IN THOUSANDS OF DOLLARS)

	Magazine	Net TV	Spot TV	Newspaper	Net Radio	Spot Radio	Outdoor	Unmeasured	1980	1979
Toyota	$ 6,994.3	$22,945.3	$33,035.6	$7,023.3	....	$3,587.0	$1,542.5	$10,000.0	$85,128.0	$80,256.2
Datsun	7,404.8	18,150.0	15,384.3	6,870.0	....	5,850.4	706.2	13,000.0	67,365.7	67,682.9
Volkswagen	21,708.6	19,434.7	12,953.6	4,949.4	....	94.8	579.2	11,000.0	70,720.3	56,842.1
Mazda	6,296.3	20,335.1	2,760.0	573.4	....	....	151.2	9,000.0	39,116.0	35,308.1
Honda	9,354.0	12,471.0	....	411.0	....	50.0	....	11,962.0	34,248.0	28,410.0
Subaru	5,000.0	6,500.0	2,000.0	500.0	....	....	....	10,000.0	24,000.0	21,000.0
Fiat	3,900.0	....	8,300.0	525.0	....	850.0	....	....	13,575.0	12,900.0
Jaguar Rover Triumph	7,100.0	4,800.0	500.0	250.0	....	....	....	....	12,650.0	11,500.0

Toyota, Datsun, Volkswagen and Mazda figures are Advertising Age estimates, with the "unmeasured" portion of their expenditures supplied by industry sources.

Subaru's figures are based on direct company reports, although individual media breakdown is estimated. Subaru reported spending a total of $24 million last year, including $4-$5 million in shared advertising costs with its distributors and $4-$5 million in production costs and public relations. Actual media dollars spent were $14 million, according to Harvey Lamm, president.

Honda's figures are from direct company reports and do not include motorcycle advertising. Honda's unmeasured includes $7,606,000 for dealer advertising allowance. Dealers do not have to contribute matching funds to get this money. Other "unmeasured" includes $126,000 for yellow pages, with the remainder in brochures, shows and exhibits and production costs, etc.

Fiat is based on industry estimates. Jaguar Rover Triumph ad figures are based on company reports.

Soviet Motor Vehicles Production

Year	Passenger Cars	Trucks and Special-Purpose Vehicles	Buses	Total
1950	64,554	294,402	3,939	362,895
1960	138,822	362,008	22,761	523,591
1970	344,248	524,507	47,363	916,118
1971	529,041	564,250	49,316	1,142,607
1972	730,105	596,797	51,926	1,378,828
1973	916,700	629,481	56,023	1,602,204
1974	1,119,422	666,290	60,233	1,845,945
1975	1,201,210	695,779	66,860	1,963,849
1976	1,239,000	716,000	70,000	2,025,000
1977	1,280,000	734,000	74,000	2,088,000
1978	1,312,000	762,000	77,000	2,151,000
1979	1,314,000	780,000	79,200	2,173,000
1980	1,327,000	787,000	85,000	2,199,000

USED VEHICLE RETAIL SALES BY NEW AND USED-CAR DEALERS

Year	New-Car Dealers	Used-Car Dealers	Total
1970	9,250,000	2,950,000	12,200,000
1971	9,960,000	3,440,000	13,400,000
1972	10,300,000	3,730,000	14,030,000
1973	9,940,000	3,890,000	13,830,000
1974	8,630,000	3,230,000	11,860,000
1975	9,140,000	3,360,000	12,500,000
1976	10,040,000	3,980,000	14,020,000
1977	10,100,000	4,290,000	14,390,000
1978	9.903,000	4,390,000	14,293,000
1979	8,804,000	4,180,000	12,984,000
1980	7,818,000	3,205,000	11,023,000
1981	8,178,000	3,353,000	11,531,000

*—Estimated

SOURCE: NADA

TREND IN PRICES OF USED CARS

Average 'sold' prices at wholesale auctions

1982

March	$4,781
Feb.	4,687
Jan.	4,904

1981

Dec.	$4,117	June	$4,286
Nov.	4,315	May	4,326
Oct.	4,364	April	4,116
Sept.	4,321	March	4,076
Aug.	4,548	Feb.	4,076
July	4,398	Jan.	3,981

1980

Dec.	$3,589	June	$3,349
Nov.	3,795	May	3,183
Oct.	3,665	April	3,102
Sept.	3,545	March	3,112
Aug.	3,649	Feb.	3,207
July	3,289	Jan.	3,175

1979

Dec.	$3,262	June	3,120
Nov.	3,293	May	3,023
Oct.	3,266	April	3,227
Sept.	3,133	March	3,303
Aug.	3,231	Feb.	3,462
July	2,913	Jan.	3,373

1978

Dec.	$3,271	June	$3,172
Nov.	3,162	May	3,326
Oct.	3,139	April	3,271
Sept.	3,168	March	3,167
Aug.	3,386	Feb.	3,048
July	3,210	Jan.	2,840

1977

Dec.	$2,669	June	$2,687
Nov.	2,889	May	2,796
Oct.	2,755	April	2,913
Sept.	2,642	Mar.	2,998
Aug.	2,617	Feb	2,838
July	2,489	Jan.	2,563

1976

Dec.	$2,692	June	$2,716
Nov.	2,802	May	2,786
Oct.	2,708	April	2,496
Sept.	2,563	Mar.	2,351
Aug.	2,787	Feb.	2,422
July	2,506	Jan.	2,263

1975

Dec.	$2,040	June	$2,271
Nov.	2,041	May	2,070
Oct.	2,054	April	2,187
Sept.	2,171	March	1,916
Aug.	2,127	Feb.	1,979
July	2,232	Jan.	2,075

1974

Dec.	$1,742	June	$2,113
Nov.	2,057	May	1,951
Oct.	1,961	April	1,875
Sept.	2,003	March	1,843
Aug.	2,031	Feb.	1,738
July	2,027	Jan.	1,552

1973

Dec.	$1,568	June	$1,629
Nov.	1,682	May	1,679
Oct.	1,659	April	1,762
Sept.	1,637	March	1,700
Aug.	1,734	Feb.	1,833
July	1,587	Jan.	1,762

1980-81 PRICE AVERAGES BY MONTH AT AUCTIONS

1980	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1980	$6,187	$6,313	$6,799	$6,322	$6,050	$5,821	$5,662	$6,516	$6,350	$6,311	$6,088	$5,576
1979	5,414	5,151	5,108	4,940	4,610	4,650	4,900	5,022	4,787	5,021	5,015	4,708
1978	3,591	3,755	3,533	3,441	3,498	3,501	3,631	3,806	3,841	3,793	3,879	3,610
1977	2,730	2,790	2,691	2,642	2,578	2,981	3,046	3,258	3,240	1,120	3,091	3,034
1976	2,233	2,214	2,069	2,052	2,177	2,328	2,214	2,445	2,362	2,223	2,148	1,991
1975	1,802	1,836	1,269	1,737	1,662	1,772	1,711	1,808	1,741	1,804	1,674	1,626
1974	1,456	1,392	1,375	1,234	1,203	1,343	1,240	1,310	1,350	1,343	1,248	1,146
1973	1,138	1,127	991	1,037	1,007	1,084	968	963	1,167	1,079	987	936
Overal Average	$3,175	$3,207	$3,112	$3,102	$3,183	$3,349	$3,289	$3,649	$3,545	$3,665	$3,795	$3,589

1981	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1981	$7,757	$7,138	$8,432	$8,014	$7,326	$7,126	$7,619	$8,434	$7,548	$7,074	$6,689	$6,424
1980	5,667	5,704	5,698	5,872	5,697	5,856	6,008	6,130	5,814	5,697	5,454	5,363
1979	4,726	4,773	5,001	4,807	4,843	4,857	5,000	5,122	5,051	4,922	4,657	4,321
1978	3,585	3,705	3,681	3,748	3,845	3,669	3,872	4,031	3,963	3,731	3,782	3,475
1977	3,125	2,997	2,888	2,866	3,086	2,972	3,142	3,160	3,045	2,927	2,733	2,590
1976	2,092	2,265	2,226	2,144	2,264	2,288	2,291	2,413	2,122	2,140	2,099	2,026
1975	1,541	1,663	1,525	1,605	1,708	1,699	1,686	1,567	1,587	1,628	1,562	1,361
1974	1,280	1,205	1,347	1,358	1,457	1,379	1,314	1,248	1,180	1,258	....	....
Overall Average	$3,981	$4,076	$4,076	$4,116	$4,326	$4,286	$4,398	$4,548	$4,321	$4,364	$4,315	$4,117

U.S. automaker ad chiefs and advertising agencies

AMERICAN MOTORS CORP.
Joseph E. Cappy, vice president of marketing group; David J. Van Peursem, general marketing manager; Eugene Richmond, manager of market development. Ray Avedian, manager of Jeep advertising; Marvin Klein, Renault ad manager; James Jandasek, manager of AMC advertising.
Agency: Grey Advertising handles all AMC car and Renault advertising;
Agency: Compton Advertising handles Jeep and Eagle 4WD.

CHRYSLER CORP.
John Naughton, executive vice president of sales and marketing; John K. Givens, vice president of marketing; E. Thomas Pappert, vice president of sales; Donald Morrissey, general manager of import operations; Joseph A. Campana, general manager of truck operations; Doyle Lott, advertising manager.

CHRYSLER-PLYMOUTH
Michael Howe, C-P ad manager.

DODGE
Joseph Cronin, Dodge ad manager.
Agency: Kenyon & Eckhardt handles all Chrysler-Plymouth, Dodge, corporate and import advertising for Chrysler.

FORD DIVISION
Lee R. Miscowski, general marketing manager; Douglas T. McClure, advertising manager; R. J. Gilleoly, national ad manager; C. W. Schneider, advertising specialist-large car; P. A. Glannan, advertising specialist-small car; B. A. Pate, advertising specialist-trucks.
Agency: J. Walter Thompson, Dearborn.

LINCOLN-MERCURY DIVISION
B. J. "Bud" Coughlan, general marketing manager; John B. Vanderzee, advertising manager; Mark W. Hutchins, merchandising manager.

GENERAL MOTORS CORP.
Donald J. Teasdale, director of advertising; Edward E. Sullivan, director of merchandising; George H. Pruette Jr., public affairs ad manager—public relations staff.
Agencies: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.; N. W. Ayer-ABH International, Philadelphia.

CADILLAC DIVISION
Gordon Horsburgh, director of marketing; Richard Welday, national director of merchandising; Frank Cadicamo, assistant national director of merchandising.
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

BUICK DIVISION
John Dabels, director of market planning and distribution; Harold E. Savage, director of advertising; Thomas E. Edwards, advertising manager-special projects.
Agency: McCann-Erickson, Detroit.

OLDSMOBILE DIVISION
John Martabano, general merchandising manager; John Hamill, advertising manager; Raymond R. Juracek, assistant advertising manager.
Agency: Leo Burnett Co., Detroit.

PONTIAC DIVISION
James H. Graham, director of merchandising; Charlene Curry, advertising manager; Dwight Logie, sales promotion manager.
Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich.

CHEVROLET DIVISION
Thomas A. Staudt, general marketing manager; E. P. Feely, Jr., director of marketing; Carl O. Uren, director of advertising; H. J. Cordes, truck and station wagon ad manager; T. R. Chick, car ad manager.
Agency: Campbell-Ewald, Detroit.

Auto importer ad chiefs and advertising agencies

ALFA ROMEO
Ralph Wilson, marketing manager; Peter Wade, advertising manager.
Agency: Laurence, Charles and Free Advertising, New York.

BMW
Hans Bartels, vice president of marketing; Brian Richardson, corporate advertising manager.
Agency: Ammirati Puris, Inc., New York.

JAGUAR ROVER TRIUMPH
Michael H. Dale, vice president of sales and service; Allen Taylor, ad manager.
Agency: Bozell and Jacobs, Inc., New York.

NISSAN
Robert Kent, vice president of marketing; Joseph Opre, national ad manager.
Agency: William Esty Co., New York and Los Angeles.

FIAT
William Rude, national marketing manager; Sergio Montorsi, director of corporate and public relations.
Agency: Hank Forssberg Advertising, Hackensack, N. J.

HONDA
C. G. Schmillen, vice president of car sales; Joseph Haight, car ad manager.
Agency: Needham, Harper & Steers Advertising, Inc., Los Angeles.

MAZDA
Duane Bowen, marketing manager; Kazuma Minami, national ad manager; Howard Caudle, manager of sales promotion.
Agency: Foote, Cone & Belding, Inc., Los Angeles.

MERCEDES-BENZ
Robert C. Owens, Jr., general manager advertising and sales promotion; Donna Luke, advertising coordinator.
Agency: McCaffrey McCall, New York (cars). Geer Duobis, New York (trucks).

PEUGEOT
Anthony Aldarelli, general manager-sales and marketing; John DeWitt, national ad manager.
Agency: Ogilvy & Mather, New York.

SAAB-SCANIA
Sten Helling, vice president of sales and marketing; Peter Berla, ad manager.
Agency: Ally & Gargano, New York.

SUBARU
David Wager, director advertising/merchandising services; Joseph Devlin, national ad manager.
Agency: Levine, Huntley, Schmidt, Papler & Beaver, New York.

TOYOTA
Warren E. Christell, vice president of marketing; James Press, advertising manager.
Agency: Dancer-Fitzgerald-Sample, Inc., Torrance, Calif.

VOLKSWAGEN
John Slaven, manager of Volkswagen marketing; Richard Weidman, manager of Porsche Audi marketing.
Agency: Doyle Dane Bernbach, Inc., New York.

VOLVO
Milton Gravatt, manager of marketing service.
Agency: Scali, McCabe, Sloves, Inc., New York.

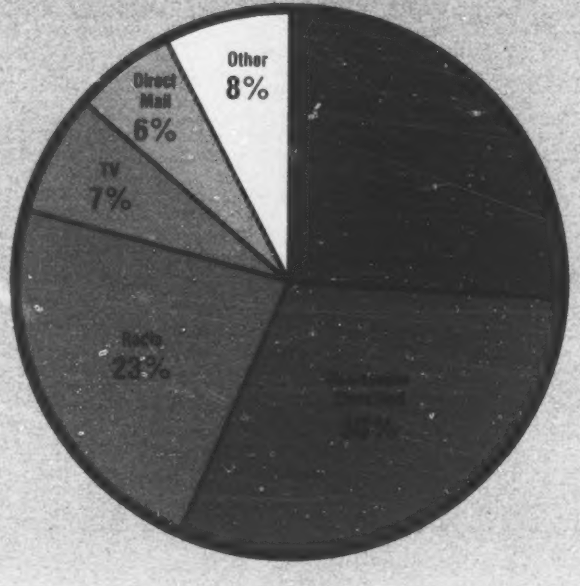
Makers' Financial Results, 1981 vs. 1980

(IN MILLIONS)

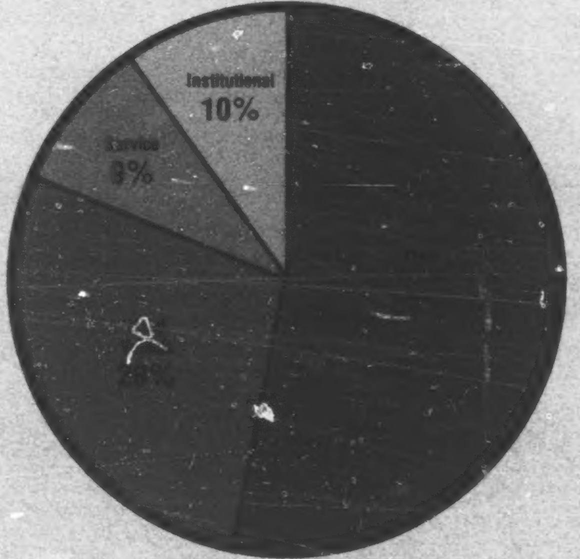
	1981		1980	
	Sales	Profit (Loss)	Sales	Profit (Loss)
General Motors	$ 62,699	$ 333	$ 57,729	($ 763)
Ford Motor Co.	38,247	(1,060)	37,086	(1,543)
Chrysler Corp.	10,822	(476)	9,225	(1,710)
American Motors	2,589	(137)	2,553	(201)
TOTALS	114,357	(1,340)	106,593	(4,217)

New-Car Dealer Advertising

where dealer ad dollar is spent



what dealer ad dollar is spent on



LOCAL ADVERTISING BY FRANCHISED NEW-CAR DEALERS

Estimated totals spent by all dealers, 1981 vs. 1980

	1981	1980
By Media Used		
Newspaper Classified	$ 420 million	$ 348 million
Newspaper Display	364 million	302 million
Radio	322 million	267 million
TV	98 million	81 million
Direct Mail	84 million	70 million
Outdoor (Billboards, Signs)	42 million	35 million
Programs (Theatre, Sports, Schools, etc.)	19 million	16 million
Handouts or Handbills	10 million	8 million
Display and Demonstrations	23 million	19 million
Other	18 million	14 million
TOTAL	$1,400 million	$1,160 million
By Types of Advertising		
New Vehicle	$ 742 million	$ 615 million
Used Vehicle	392 million	325 million
Institutional	140 million	116 million
Service	126 million	104 million
TOTAL	$1,400 million	$1,160 million

SOURCE: NADA Economic Analysis Department

Chairmen, presidents, general managers

Top executives of auto makers

AMERICAN MOTORS

(Chairmen)

W. Paul Tippett Jr.	1982-
Gerald C. Meyers	1978-1982
Roy D. Chapin Jr.	1967-1978
Robert B. Evans	1966-1967
Richard E. Cross	1962-1966
George W. Romney	1954-1962
George W. Mason	May-Oct. 1954

(Presidents)

Jose J. Dedeurwaerder	1982-
W. Paul Tippett Jr.	1978-1982
Gerald C. Meyers	1977-1978
William V. Luneburg	1967-1977
Roy Abernethy	1962-1967
George W. Romney	1954-1962
George W. Mason	May-Oct. 1954

Hudson

(Presidents)

A. E. Barit	1936-1954
Roy D. Chapin Sr.	1933-1936
W. J. McAnneny	1929-1933
R. B. Jackson	1923-1929
†Roy D. Chapin Sr.	1910-1923
J. L. Hudson	1909-1910

Nash-Kelvinator

(President)

George W. Mason	1937-1954

Nash

(Presidents)

Earl H. McCarthy	1932-1935*
Charles W. Nash	1916-1932

*Charles W. Nash was chairman in 1936; there was no president.

†—Chairman, 1923-1933.

CHRYSLER CORP.

(Chairmen)

Lee A. Iacocca	1979-
John J. Riccardo	1975-1979
Lynn Townsend	1967-1975
George H. Love	1961-1966
L. L. Colbert	1960-1961
(No chairman)	1956-1960
K. T. Keller	1950-1956
(No chairman)	1940-1950
Walter P. Chrysler	1925-1940

(Presidents)

No President	1981-
J. Paul Bergmoser	1979-1981
Lee A. Iacocca	1978-1979
Eugene A. Cafiero	1975-1978
John J. Riccardo	1970-1975
Virgil E. Boyd	1967-1970
Lynn A. Townsend	1961-1966
L. L. Colbert	1960-1961
W. C. Newberg	Apr.28-June 30, 1960
L. L. Colbert	1950-1960
K. T. Keller	1935-1950
Walter P. Chrysler	1925-1935
Nicholas Kelley	June 8-26, 1925

U. S. Automotive Sales Division

(Formed in 1974 by combining C-P and Dodge divisions)

(General Managers)

E. Thomas Pappert	1981-
Jerry H. Pyle	1979-1981
William W. Bivens	1977-1979
Richard D. McLaughlin	1974-1977

Chrysler-Plymouth

(General Managers)

No General Manager	1971-1974
Richard K. Brown	1970-1971
Glenn E. White	1967-1970
Robert Anderson	1965-1967
Philip N. Buckminster	1964-1965
Clare E. Briggs	1961-1963

Chrysler Division

(General Manager)

Clare E. Briggs	1958-1961

(Presidents)

E. C. Quinn	1953-1958
D. A. Wallace	1937-1953
Joseph E. Fields	1931-1937
Walter P. Chrysler	1923-1931

Plymouth Division

(General Manager)

Harry E. Chesebrough	1958-1961*

(Presidents)

John P. Mansfield	1952-1958
D. S. Eddins	1934-1952
B. E. Hutchinson	1932-1934
F. L. Rockelman	1930-1932
Walter P Chrysler	1928-1930

*—Known as Plymouth-DeSoto and Plymouth-DeSoto-Valiant Division from June, 1959 to November, 1960.

Dodge

(General Managers)

No General Manager	1971-1974
Robert J. McCurry	1967-1971
Byron J. Nichols	1960-1966
M. C. Patterson	1958-1960

(Presidents)

M. C. Patterson	1956-1958
W. C. Newberg	1951-1956
L. L. Colbert	1946-1951
H. L. Weckler	1943-1946
W. J. O'Neil	1938-1943
K. T. Keller	1930-1938
Walter P. Chrysler	1928-1930
Edward G. Wilmer	1926-1928
Frederick J. Haynes	1920-1926
John F. Dodge	1919-1920
Horace E. Dodge	1914-1919

FORD MOTOR CO.

(Chairmen)

Philip Caldwell	1980-
Henry Ford II	1960-1980
Ernest R. Breech	1955-1960
(No chairman prior to 1955)	

(Presidents)

Donald E. Petersen	1980-
Philip Caldwell	1978-1980
Lee A. Iacocca	1970-1978
No President	1969-1970
Semon E. Knudsen	1968-1969
Arjay Miller	1963-1968
John Dykstra	1961-1963
Henry Ford II	Jan.-Apr., 1961
R. S. McNamara	Nov.-Dec., 1960
Henry Ford II	1945-1960
Henry Ford	1943-1945
Edsel Ford	1919-1943
Henry Ford	1906-1919
John S. Gray	1903-1906

Ford Division

(General Managers)

Louis E. Lataif	1981-
Philip E. Benton Jr.	1979-1981
Walter S. Walla	1977-1979
William P. Benton	1975-1977
Bennett E. Bidwell	1973-1975
John B. Naughton	1968-1973
Matthew S. McLaughlin	1967-1968
Donald N. Frey	1965-1967
Lee A. Iacocca	1960-1965
James O. Wright	1957-1960
R. S. McNamara	1955-1957
Lewis D. Crusoe	1949-1955

Lincoln-Mercury Division

(General Managers)

Gordon B. MacKenzie	1980-
Walter J. Oben	1977-1980
Walter S. Walla	1975-1977
William P. Benton	1973-1975
Bennett E. Bidwell	1970-1973
Matthew S. McLaughlin	1968-1970
E. F. Laux	1966-1968
Paul L. Lorenz	1964-1966
Ben D. Mills	1958-1964*
James J. Nance	1957-1958*
Ben D. Mills (Lincoln)	1955-1957
F. C. Reith (Mercury)	1955-1957
Benson Ford	1948-1955
Thomas Skinner	1945-1948

*—Known as Mercury-Edsel-Lincoln Division from Jan., 1958, to Nov., 1959.

GENERAL MOTORS

(Chairmen)

Roger B. Smith	1981-
Thomas A. Murphy	1974-1980
Richard C. Gerstenberg	1972-1974
James M. Roche	1967-1971
Frederic G. Donner	1958-1967
Albert Bradley	1956-1958
Alfred P. Sloan Jr.	1937-1956
Lammont duPont	1929-1937
Pierre S. duPont	1915-1929
Thomas Neal	1912-1915

(Presidents)

F. James McDonald	1981-
Elliott M. Estes	1974-1981
Edward N. Cole	1967-1974
James M. Roche	1965-1967
John F. Gordon	1958-1965
Harlow H. Curtice	1953-1958
C. E. Wilson	1941-1953
William S. Knudsen	1937-1940
Alfred P. Sloan Jr.	1923-1937
Pierre S. duPont	1920-1923
W. C. Durant	1916-1920
C. W. Nash	1912-1916
Thomas Neal	1911-1912
James J. Storrow	1910-1911
William M. Eaton	1909-1910
George E. Daniels	1908

Buick

(General Managers)

Lloyd E. Reuss	1980-
Donald H. McPherson	1978-1980
David C. Collier	1975-1978
George R. Elges	1973-1975
Lee N. Mays	1969-1972
Robert L. Kessler	1965-1969
Edward D. Rollert	1959-1965
Edward T. Ragsdale	1956-1959
Ivan L. Wiles	1948-1956
Harlow H. Curtice	1933-1948

(Presidents)

Irving J. Reuter	1932-1933
Edward T. Strong	1926-1932
Harry H. Bassett	1920-1926
Walter P. Chrysler	1912-1920
Thomas Neill	1911-1912
Charles W. Nash	1910-1911
William M. Eaton	1908-1910
Charles M. Begole	1904-1908
James H. Whiting	1903-1904
David D. Buick—Founder	

Cadillac

(General Managers)

Edward C. Kennard	1974-
Robert D. Lund	1973-1974
George R. Elges	1969-1972
Calvin J. Werner	1966-1969
Kenneth N. Scott	Apr.-Aug., 1966
Harold G. Warner	1960-1966
J. M. Roche	1957-1960
D. E. Ahrens	1950-1956
J. F. Gordon	1946-1950
Nicholas Dreystadt	1934-1946
L. P. Fisher	1925-1934
H. H. Rice	1921-1925
R. H. Collins	1917-1921
Henry Leland	1904-1917

Chevrolet

(General Managers)

Robert C. Stempel	1982-
Robert D. Lund	1974-1982
F. James McDonald	1972-1974
John Z. DeLorean	1969-1972
E. M. Estes	1965-1969
Semon E. Knudsen	1961-1965
Edward N. Cole	1956-1961
Thomas H. Keating	1949-1956
W. F. Armstrong	1948-1949
Nicholas Dreystadt	1946-1948
M. E. Coyle	1933-1946

(Presidents)

*William S. Knudsen	1922-1933
*Karl W. Zimmershied	1920-1922
W. C. Durant	1911-1920

*—President and general manager.

Oldsmobile

(General Managers)

Robert J. Cook	1974-
John D. Baker	Nov.-Dec., 1973
Howard H. Kehrl	1972-1973
John B. Beltz	1969-1972
Harold N. Metzel	1964-1969
Jack F. Wolfram	1951-1964
S. E. Skinner	1940-1950
C. L. McCuen	1933-1940
I. J. Reuter	1932-1933
*D. S. Eddins	1930-1932
I. J. Reuter	1925-1930
A. B. C. Hardy	1921-1925
Edward VerLinden	1916-1921
C. W. Nash	1913-1916
O. C. Hutchinson	1912-1913
W. J. Mead	1908-1912
‡F. L. Smith	1904-1908
R. E. Olds	1897-1904

*—Acting general manager.

‡—Henry Russell, president.

Pontiac

(General Managers)

William E. Hoglund	1980-
Robert C. Stempel	1978-1980
Alex C. Mair	1975-1978
Martin J. Caserio	1972-1975
F. James McDonald	1969-1972
John Z. DeLorean	1965-1969
E. M. Estes	1961-1965
Semon E. Knudsen	1956-1961
Robert M. Critchfield	1952-1956
Arnold Lenz	1951
Harry J. Klingler	1934-1950
William S. Knudsen	1932-1933

Oakland

(General Managers)

Irving J. Reuter	1931
Alfred R. Glancy	1924-1930
George W. Hannum	1921-1923
Fred W. Warner	1916-1920
Charles W. Nash	1915
George P. Daniels	1911-1914
Lee Dunlap	1909-1910
Edward M. Murphy	1907-1908

GMC

(General Managers)

Robert W. Truxell	1975-
Alex C. Mair	1972-1975
Martin J. Caserio	1966-1972
Calvin J. Werner	1959-1966
Philip J. Monaghan	1953-1959
Roger M. Kyes	1950-1953
Morgan D. Douglas	1945-1950
Irving B. Babcock	1943-1944

Yellow Truck

(Presidents)

Irving B. Babcock	1935-1943
Paul Seiler	1927-1935
John D. Ritchie	1925-1927

Yellow Coach Mfg. Co.

(President)

John Hertz	1920-1925

General Motors Truck Co.*

(General Manager)

W. L. Day	1911-1925

*—General Motors Truck Co. and Yellow Coach Mfg. Co. merged in 1925.

Rapid Motor Vehicle Co.

(Presidents)

A. G. North	1905-1911
Max Grabowski	1900-1905

VOLKSWAGEN OF AMERICA

(Presidents)

James W. McLernon	1978-

INTERNATIONAL HARVESTER

(Chairmen)

Archie McCardell	1979-
Brooks McCormick	1977-1979
Harry O. Bercher	1968-1971

(Presidents)

Warren J. Hayford	1979-
Archie R. McCardell	1977-1979
Brooks McCormick	1968-1977
Harry O. Bercher	1962-1968
F. W. Jenks	1957-1962
P. V. Moulder	1956-1957
John L. McCaffrey	1946-1956
Fowler McCormick	1941-1946
Sidney G. McAllister	1935-1941
Addis E. McKinstry	1933-1935
Alexander Legge	1931-1933
Herbert F. Perkins	1929-1931
Alexander Legge	1922-1929
Harold F. McCormick	1918-1922
Cyrus H. McCormick	1902-1918

INTERNATIONAL TRUCK GROUP

(President)

J. Patrick Kaine	1977-

MACK

(Chairmen)

Alfred W. Pelletier	1979-
R. W. Mullin Jr.	1976-1979
Henry J. Nave	1974-1976
Zenon C. R. Hansen	1967-1974

(Presidents)

John Curcio	1980-
Alfred W. Pelletier	1976-1980
Henry J. Nave	1972-1976
Zenon C. R. Hansen	1965-1972
C. Rhoades MacBride	1962-1965
Nicholas Dykstra	1961-1962
No President	1958-1961
P. O. Peterson	1955-1958
E. D. Bransome	1949-1955
C. T. Ruhf	1943-1949
E. C. Fink	1937-1943
Charles Hayden	1936-1937

International Motor Truck Corp.

(Presidents)

A. J. Brosseau	1917-1936
Vernon Munroe	1913-1916
John Calder	1913

Mack Bros. Motor Car Co.

(Presidents)

C. P. Coleman	1911-1913
John M. Mack	1908-1911
Thomas Rush	1907-1908
Jacob Sulzbach	1906-1907
Otto Mears	1905-1906
John M. Mack	1905

KAISER JEEP CORP.

(President)

(Merged into American Motors in 1970 and put under AMC management.)

S. A. Girard	1963-1970

Willys Motors

(Presidents)

S. A. Girard	1959-1963
Edgar F. Kaiser	1953-1959
Ward M. Canaday	1950-1953
James D. Mooney	1946-1949
Charles E. Sorensen	1944-1946
Joseph W. Frazer	1939-1943
David R. Wilson	1936-1939
Receivership	1933-1936
L. A. Miller	1929-1933
John N. Willys	1908-1929

VOLVO WHITE TRUCK CORP.

(President)

Thage Berggren	1981-

White

(Chairmen)

Cruse W. Moss	1980-1981
S. E. Knudsen	1971-1980
J. N. Bauman	1969-1971

(Presidents)

Keith P. Mazurek	1980-1981
Cruse W. Moss	1979-1980
Jerome Bennett	1976-1979
John E. Sheehan	1975-1976
S. E. Knudsen	1972-1975
Henry J. Nave	1969-1972
J. N. Bauman	1956-1969
R. F. Black	1935-1956
A. G. Bean	1930-1934
R. W. Woodruff	1929-1930
W. C. White	1921-1929
W. T. White	1916-1920

White Motor Truck Group

(Vice Presidents)

James G. Musser Jr.	1977-1980
C. A. Kiropes	1972-1977
Hayward Thomas	1971-1972
Harry Weller	1969-1971
Henry J. Nave	1968-1969

White Truck Division

(General Managers)

W. L. Pepin	1971-1977
W. L. Peterson	1969-1971
Harry Weller	1968-1969
Henry J. Nave	1965-1968

Diamond Reo Division

(Presidents)

Jack L. Adams	1968-1971
Donald E. Heinisch	1967-1968

(Diamond Reo was sold in 1971 by White Motor and operated independently until it went bankrupt in 1975.)

Lansing Division

(Presidents)

Donald Heinisch	1965-1967
Zenon C. R. Hansen	1961-1965

Reo

(Sales Vice Presidents)

Neil Cochrane	1966-1967
George Collins	1965-1966

(General Managers)

Zenon C. R. Hansen	1961-1965
John C. Tooker	1957-1961

(Presidents)

John C. Tooker	1955-1957
J. S. Sherer Jr.	1948-1954
Henry E. Hund	1940-1948
Fred Glover	1940
Trusteeship	1938-1939
Rowland Campbell	1938
Fred Glover	1938
D. E. Bates	1934-1938
R. H. Scott	1923-1934
R. E. Olds	1904-1923

Diamond T

(Sales Vice President)

Walter S. Batty	1965-1967

(Presidents)

Zenon C. R. Hansen	1956-1965
E. J. Bush	1946-1956
C. A. Tilt	1905-1945

Autocar

(Vice President in Charge)

Edward S. Hoke	1967-1976
K. A. Roesch	1955-1967
E. F. Coogan	1953-1955

(Presidents)

E. F. Coogan	1948-1953
R. P. Page Jr.	1927-1948
L. L. Woodward	1926-1927
David S. Ludlam	1908-1926
John S. Clarke	1907-1908
H. A. Gillis	1906-1907
Louis S. Clarke	1897-1906

DIAMOND REO TRUCKS, INC.

(Chairmen)

F. L. Cappaert	1971-1975

(Presidents)

S. O. Eaton	1972-1975
Jack L. Adams	1971-1972

(Diamond Reo Trucks was declared bankrupt in 1975.)

COMPARING PRICES— 1982 vs. 1981

SUBCOMPACTS

	April 1, 1982	Final 1981 Model Price
Chevette Scooter 2-dr.	$4,997	$4,700
Chevette Scooter 4-dr.	5,238	
Escort 2-dr.	5,462	5,158
Spirit 2-dr.	5,476	5,115
Horizon Miser 4-dr.	5,499	5,499
Omni Miser 4-dr.	5,499	5,499
Lynx 2-dr.	5,502	5,199
Chevette 2-dr.	5,513	5,260
Spirit Liftback	5,576	5,310
Chevette 4-dr.	5,660	5,399
Escort 4-dr.	5,668	
Lynx 4-dr.	5,709	
T1000 2-dr.	5,782	5,358
TC3 Miser 2-dr.	5,799	5,499
024 Miser 2-dr.	5,799	5,499
T1000 4-dr.	5,945	5,504
Rabbit 2-dr.	5,990	5,765
Escort L 2-dr.	6,046	5,749
Lynx L 2-dr.	6,159	5,873
Escort L 4-dr.	6,263	
Cavalier Cadet 2-dr.	6,278	
Horizon Custom 4-dr.	6,311	5,927
Omni Custom 4-dr.	6,311	5,927
Lynx L 4-dr.	6,376	
TC3 Custom 2-dr.	6,421	6,048
024 Custom 2-dr.	6,421	6,048
Rabbit L 2-dr.	6,615	6,360
J2000 S 2-dr.	6,734	
Eagle Kammback 2-dr.	6,799	6,144
Rabbit L 4-dr.	6,825	6,570
Cavalier 2-dr.	7,016	6,966
J2000 2-dr.	7,049	6,999
Cavalier 4-dr.	7,187	7,137
J2000 4-dr.	7,253	7,203
Skyhawk 2-dr.	7,297	
EXP 2-dr.	7,387	7,253
Firenza 2-dr.	7,413	
Firenza 4-dr.	7,448	
Eagle SX/4 2-dr.	7,451	6,966
Skyhawk 4-dr.	7,489	
LN7 2-dr.	7,787	7,750

SUBCOMPACT WAGONS (4-dr. Models)

	April 1, 1982	Final 1981 Model Price
Escort L	$6,461	$6,146
Lynx L	6,581	6,278
Cavalier Cadet	6,704	
Escort GL	6,841	6,523
Lynx GL	6,899	6,580
J2000 S	7,208	
Cavalier	7,404	
J2000	7,498	

COMPACTS (2-dr. Models)

	April 1, 1982	Final 1981 Model Price
Concord 4	$5,954	$5,954
Fairmont Futura 4	5,985	
Aries 4	5,990	5,995
Reliant 4	5,990	5,995
Citation 4 (slantback)	6,297	
Zephyr Z-7 4	6,309	6,311
Mustang L 4	6,345	6,363
Capri 4 (hatchback)	6,711	
Citation 4 (hatchback)	6,754	6,389
Phoenix 4	6,964	6,536
Omega 4	7,388	6,598
Skylark 4	7,477	6,844
Camaro V-6	7,631	6,906
Firebird V-6	7,996	7,155
Eagle 4	8,719	8,107

COMPACT WAGONS (4-dr. Models)

	April 1, 1982	Final 1981 Model Price
Concord 4	$7,013	$6,458
Aries 4	7,334	6,854
Reliant 4	7,334	6,854
Eagle 4	9,566	8,761

INTERMEDIATES (2-dr. Models, unless otherwise noted)

	April 1, 1982	Final 1981 Model Price
Granada 4	$7,126	$6,574
Cougar 6	7,963	6,635
Gran Fury 6 (4-dr.)	7,750	
Diplomat 6 (4-dr.)	7,750	6,910
Dodge 400 4	8,043	
Malibu Classic V-6 (4-dr.)	8,137	7,196
LeBaron 4	8,143	
Monte Carlo V-6	8,177	7,660
Celebrity 4	8,313	
Grand Prix V-6	8,333	7,862
Thunderbird 6	8,492	7,916
Bonneville G V-6 (4-dr.)	8,526	
Cutlass Supreme V-6	8,588	8,025
Mirada 6	8,619	8,083
Regal V-6	8,712	8,099
Pontiac 6000 4	8,729	
Cutlass Ciera 4	8,847	
Century 4	8,980	
Cougar XR-7 6	9,094	8,181
Cordoba 6	9,197	8,547
New Yorker 6 (4-dr.)	11,391	

INTERMEDIATE WAGONS (4-dr. Models)

	April 1, 1982	Final 1981 Model Price
Granada 6	$7,983	
Cougar 6	8,216	
Malibu Classic V-6	8,263	$7,317
Bonneville G V-6	8,694	
Cutlass V-6	8,905	8,272
Regal V-6	9,058	8,291
LeBaron Town & Country 4	9,425	

STANDARD-SIZE (4-dr. Models)

Chevrolet Impala V-6	$ 7,918	$ 7,472
Ford LTD S V-8	8,312	
Oldsmobile 88 V-6	8,603	8,064
Mercury Marquis V-8	8,674	
Buick LeSabre V-6	8,876	
Buick Electra V-6	11,884	11,102
Olds 98 Regency V-6	12,294	11,335

STANDARD-SIZE WAGONS (4-dr., V-8)

Chevrolet Impala	$ 8,516	$ 7,863
Ford LTD S	8,783	8,220
Mercury Marquis	9,198	8,625
Olds Custom Cruiser	9,614	9,028
Buick Estate Wagon	10,669	9,926

LUXURY CARS

Cimarron 4-dr.	$12,181	$12,131
Riviera 2-dr.	14,272	13,027
Toronado 2-dr.	14,462	13,030
Cadillac deVille 2-dr.	15,249	14,345
Cadillac deVille 4-dr.	15,699	14,769
Lincoln 4-dr.	16,100	14,985
Corvette 2-dr.	18,290	16,259
Eldorado 2-dr.	18,716	17,550
Mark VI 2-dr.	19,452	17,939
Mark VI 4-dr.	19,924	18,385
Imperial 2-dr.	20,988	19,491
Continental 4-dr.	21,302	
Seville 4-dr.	23,433	23,000
Cadillac Limousine	28,003	26,242
Cadillac Formal Limousine	28,983	27,163

CONVERTIBLES

LeBaron	$12,300
Dodge 400	12,300
LeBaron Mark Cross	14,600
Riviera	23,994

Comparison of selected 1982 and 1981 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices. The 1982 prices are those in effect April 1, 1982. The 1981 prices are those in effect at the end of the model year. No adjustment has been made for year-to-year equipment changes or for standard-equipment variations among competing models. If there is no entry in the 1981 column, it means the '82 model is new or had no direct counterpart in '81.

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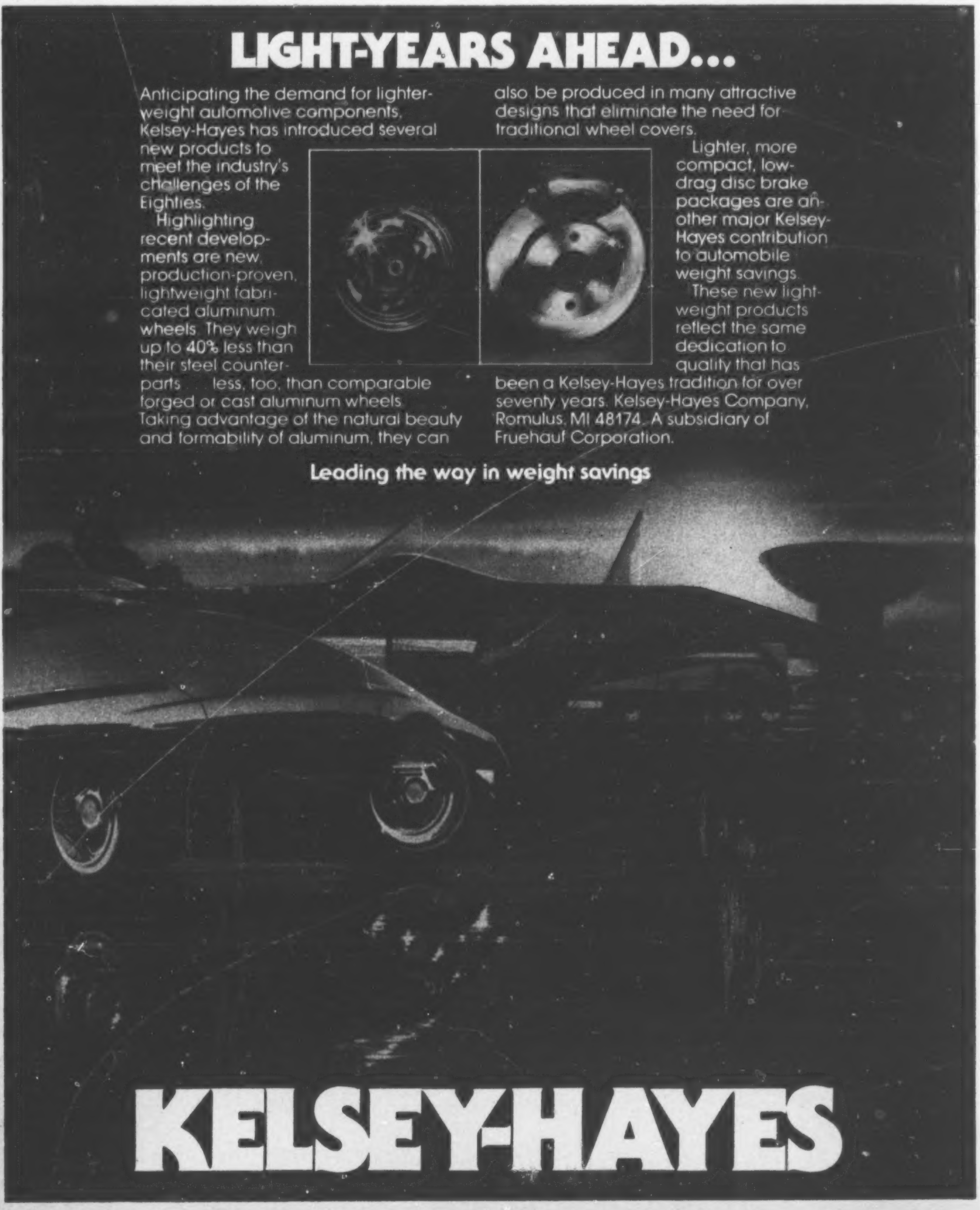

LIGHT-YEARS AHEAD...

Anticipating the demand for lighter-weight automotive components, Kelsey-Hayes has introduced several new products to meet the industry's challenges of the Eighties.

Highlighting recent developments are new, production-proven, lightweight fabricated aluminum wheels. They weigh up to 40% less than their steel counterparts less, too, than comparable forged or cast aluminum wheels. Taking advantage of the natural beauty and formability of aluminum, they can also be produced in many attractive designs that eliminate the need for traditional wheel covers.

Lighter, more compact, low-drag disc brake packages are another major Kelsey-Hayes contribution to automobile weight savings.

These new lightweight products reflect the same dedication to quality that has been a Kelsey-Hayes tradition for over seventy years. Kelsey-Hayes Company, Romulus, MI 48174. A subsidiary of Fruehauf Corporation.

Leading the way in weight savings

KELSEY-HAYES

IMPORT OUTLETS

Number of dealerships in U. S. handling imported cars, 1957 to 1982

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
July 1, 1977	11,566
Jan. 1, 1978	17,374
July 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	12,017**

*—Alltime high
**—VW counted as domestic in 1982.

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